

Reg. No .....

Name .....

22U364 - S

**BBA DEGREE END SEMESTER EXAMINATION - OCTOBER 2022**  
**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 16U3CRBBA14 : INTRODUCTION TO EVENT MANAGEMENT**  
*(For Supplementary 2016/2017/2018/2019 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. Name any two policies to be considered while conducting an event
2. What is a checklist?
3. Name any two softwares used in event planning.
4. What is marketing and communication plan for an event?
5. Example for a Cultural Event?
6. Define Logistics

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. What is a run sheet in an event?
8. What you mean by Event planning?
9. What are the activities to be planned in Initiation and planning stage?
10. List the steps in Planning.
11. State the transportation factors that concerns the event audience?
12. Write a short note on the public and private transportation factors involved in an event?
13. Write a short note on Academic Event?
14. Explain the classification of events based on its size.
15. What are the considerations in choosing a layout?
16. Explain the phases of staging an Event?

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. Describe 5 Cs of Event Management?
18. Explain the concept of Event Management?
19. Name a few softwares used in Event planning and mention its functioning.
20. State the significance of identifying and locating the skilled professionals?
21. Prepare the Job Description of an Event Manager for advertising the open position.
22. Explain with the help of an example on the marketing role in Event Management?

23. Discuss with the help of an example on the financial role in managing a Corporate Event?
24. Explain the event site logistics?

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Who is an Event Manager? Summarize main functions and duties of a successful event manager?
26. Explain the role of different types of marketing communication in event management
27. What is financial role in an Event? Explain with the help of an example on the financial role in managing a Corporate Event?
28. Discuss the various functions of Logistics in Detail.

**(15 x 2 = 30)**