

Reg. No

Name

24U237

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2024

SEMESTER 2 - INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U2CRBBA5 - EVENT MANAGEMENT

(For Regular - 2023 Admission and Improvement / Supplementary – 2022/2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 marks each)

1. What is Event logistics system?
2. What do you mean by "Planning Schedule"?
3. Who is an Event Manager?
4. Name any two policies to be considered while conducting an event.
5. What are reference checks?
6. What is a Job Description?
7. Define Entertainment Event.
8. What is a corporate event?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. What are the functions of an Event Logistics Manager?
10. Write a short note on the inevitable role of professionals in a successful event?
11. Which are the inevitable steps to be followed in developing an Event Schedule?
12. Explain the legal role in Event Management?
13. List the steps in Planning.
14. List down the market opportunities of Event Management industry in India?
15. List down various steps to consider in selecting an event location?
16. Write a short note on the recent trends in the responsibilities of an Event Management Organisation?

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. What are the ways of arranging travel in an International Corporate Seminar?
18. Explain event management software with the help of a recent technology as an example?
19. What is warehousing?
20. Describe the essential qualities of a successful event manager?
21. Describe the three key resource factors in an event?
22. Describe the recent trends in the market demand of Event Management?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. What is financial role in an Event? Explain with the help of an example on the financial role in managing a Corporate Event?
24. Discuss in detail as to how travel arrangements are made in an International Seminar by describing key roles and responsibilities of people involved.
25. Discuss the pre-planning stage in detail with suitable example.
26. Define Event Planning? Explain various factors for successful event planning?

(10 x 2 = 20)