

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
SEMESTER END EXAMINATION, APRIL -2019

Sem: **IVB.Com** Subject: Event Management Subject Code: GE 5

Total Marks: 80 marks Date: 27th April 2019 Duration: 2 hours

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q1) Answer any FOUR from the following.

(4x4=16)

1. What is Event Management? State the characteristics of events.
2. Explain the different size of events with suitable example.
3. What are the different issues in event management industry?
4. What is the need of Event Evaluation?
5. Explain the concept of Event Planning.
6. What is Critical Path Method?

Q2) Answer in brief any FOUR from the following.

(4x4=16)

1. What do mean by Event Itinerary?
2. Explain Event Protocol.
3. Write down the basic steps for client meeting of events.
4. Why are public relations important in event marketing?
5. Write a brief note on selling sponsorship for any event.
6. What is an Event Checklist? State the advantages of preparing event checklist?

Q3) (a) State and elaborate on the Principles of event management applicable to event planning and organisation.

(12)

OR

(b) Explain the meaning of Events. State and explain the various kinds of risks which can affect the organization and success of any event.

(12)

Q4) (a) What do you mean by event pricing? State and explain the process of pricing any event.

(12)

OR

(b) Explain the different types of management fees of the event planner in organizing any event.

(12)

Q5) (a) What do you mean by Event Budget? Explain the fundamental steps of creating an event budget.

(12)

OR

(b) List down and explain various computer applications used in financing and controlling any event.

(12)

Q6) (a) What do you mean by event venue? Explain various steps involved in selecting a perfect venue for an event.

(12)

OR

(b) Explain the meaning of Event Production and briefly explain the requirements of event production.

(12)