

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
NUVEM GOA**

**EVENT MANAGEMNT (GE5) – SEMESTER IV - JULY
SEMESTER END EXAMINATION -2020-21**

Duration: 2 Hrs

Subject Code: COG139

Max Marks: 40

Instructions:

- 1. All questions are compulsory*
- 2. Figures to the right indicate maximum marks allotted to the questions.*

Q.I. Answer any FIVE from the following.

5x 2=10

- i. What do you mean by Event budget?
- ii. Discuss any four event planning tools that can be used in modern time.
- iii. What do you mean by Event Itinerary?
- iv. Discuss any four types of event pricing used by an event planner.
- v. What do you mean by Event checklist?
- vi. What is the importance of event sponsorship to an organization?
- vii. Mention any two ways in which event branding can be done.
- viii. Discuss any two measures required for the safety and security of an event.

Q. II. Answer any SIX from the following.

6x5= 30

- i. Highlight any five principles of event management.
- ii. Discuss the 5W's of an event
- iii. Discuss any five issues in event management
- iv. State any five ways to publicize an event
- v. Discuss any five suppliers with whom Event planner can negotiate
- vi. Mention any five laws applicable to Events
- vii. What do you mean by Event planning? Explain the Event planner contract.
- viii. What is meant by Venue management? Discuss the different aspects of Selection under Venue management.
