

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

SEMESTER END EXAMINATION, JUNE 2022

Semester: IV OF BCOM

Course Title: EVENT MANAGEMENT Course Code: UCOG139

Total marks: 80 Date: 16/06/22 Duration: 2 hr. Total No of pages: 1

Instructions: 1. All questions are compulsory.
2. Figures to the right indicate marks.

Q1) Answer any FOUR out of SIX (4x4=16)

- 1) Explain the different size of events with suitable examples.
- 2) What is event management?
- 3) Describe any four types of events.
- 4) Explain the event protocol.
- 5) Explain the concept of event planning.
- 6) Discuss the various issues faced in event management industry.

Q2) Answer any FOUR out of SIX (4x4=16)

- 1) What is an event checklist? State the advantages of preparing event checklist.
- 2) Discuss the measure taken for event safety and security.
- 3) What is critical path method?
- 4) Write a brief note on importance of selling sponsorship for any event.
- 5) Justify the need of event publicity.
- 6) Discuss the emerging tools and techniques of event planning.

Q3) (a) State and elaborate on the principles of event management applicable to event planning and organization. (12 marks)

Or

(b) Why do you need to evaluate the success of an event? What are the factors considered to evaluate an event?

Q4) (a) Explain the different types of management fees of the event planner in organizing any event. (12 marks)

Or

(b) What do you mean by event proposal? Elaborate the various steps involve in preparing the event proposal.

Q5) (a) What do you mean by event venue? Explain various steps involve in selecting a perfect venue for an event. (12 marks)

Or

(b) Explain the meaning of event production and briefly explain the requirement of event production.

Q6) (a) Explain the marketing mix of an event and discuss the need for event branding.

Or

(12 marks)

(b) What do you mean by event pricing? Explain the process of pricing any event.
