CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,
NUVEM-GOA
SEMESTER END EXAMINATION, APRIL-MAY 2023

Sem. IV of BCOM Class & Div: **S.Y. B.Com (A&B)**

Course Title & Code: **Event Management (GE5) UCOG139**

Maximum marks: **80** Date:29|04|2023 Duration: **2 hrs** Total No of pages: **01**

Instructions: _1. All questions are compulsory._

2. Figures to the write indicate full marks.

Q1. Answer any four from the following. (4X4=16)
  a. State the Principle of "Attracting the Audience".
  b. What is Event Risk Assessment?
  c. Elaborate the different sizes of Events with suitable example.
  d. What are the key factors included in planning an Event?
  e. State the importance of Critical Path?
  f. List out the Itineraries to be included in an Event.

Q2. Answer any four from the following. (4X4=16)
  a. State and explain the criteria for Identifying Event Vendor?
  b. What is Event Marketing? State the elements of event marketing?
  c. Briefly explain the requirements for Event Production.
  d. Elaborate the use of technology in Event Management.
  e. Write a short note on Event Planner?
  f. State the benefits of Sponsorships.

Q3. a. What is an Event ? State and Explain the types of Events in Event Management Industry. OR (12)
b. Briefly explain the meaning of Event Management? Describe the functions of Event Management? (12)

Q4. a. What is meaning of Event Planning? State the steps involved in Event Planning and Preparation of an Event. OR (12)
b. What do you mean by Event Proposal? Elaborate steps involved in Event Proposals. (12)

Q5. a. State and Explain the Marketing Mix in Event Management? (12)
OR
b. State the meaning of Event Sponsorship and discuss the types of sponsors in organising an Event. (12)

Q6. a. What do you understand by Venue Management? List major considerations to be considered while choosing a venue. OR (12)
b. Explain the meaning of Event Production? Discuss the process of Event Production. (12)