

(please write your Exam Roll No.)

END TERM EXAMINATION

Exam Roll No.

Paper Code: BA(JMC)-305
FIFTH SEMESTER [BA(JMC)] DECEMBER 2019

Time : 3 Hours

Subject: Event Management

Maximum Marks : 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write short notes on any three of the following: (3x5=15)
- (a) Planning process of event management
 - (b) Event Management
 - (c) Event Action Plan
 - (d) Sponsorship
 - (e) Market Research

- Q2. Define Event Management and discuss the key elements of events. (15)

OR

Why and how brands are using events as a marketing tool? Give an example.

- Q3. Describe the organizational structure of an Event Management Company. (15)

OR

What are roles and responsibilities of Account planner in an Event Management company?

- Q4. What are different sources of revenue generation in an event? (15)

OR

What are different tools for Event promotion? How you will promote an event on Social Media?

- Q5. How to evaluate success of an event and why it is important to evaluate the event? (15)

OR

How event industry is affecting India's economy in current scenario? Explain various career options in the event management.
