

(Please write your Exam Roll No.)

Exam Roll No. 0410420921

# END TERM EXAMINATION

FIFTH SEMESTER (BA(JMC)) JANUARY-2024

Paper Code: BA(JMC)-305

Subject: Event Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.no.1 which is compulsory.  
Select one questions from each unit.

- Q1 Write short notes on **any three** of the following: (5x3=15)
- (a) 5 C's of Event Management
  - (b) Role of Event Management Personnel
  - (c) Licenses & Legalities
  - (d) Careers in Event Management

## UNIT - I

- Q2 What are events? Discuss events as a communication and marketing tool with suitable examples. (15)

OR

What do you understand by Event Management? Describe the various elements of event management in detail.

## UNIT - II

- Q3 Explain the structure and functions of any event management organization with suitable examples. (15)

OR

Highlight the role of government organizations in the promotion of event management with reference to G20 summit.

## UNIT - III

- Q4 What do you mean by sponsorship? Discuss the role and importance of sponsors in an event. (15)

OR

"Promotion is the key to the success of any consumer-based event. Comment in the light of innovative marketing and promotional strategies adopted by the event management firms.

## UNIT - IV

- Q5 Elaborate the feedback evaluation and impact assessment methods for a corporate event management organization. (15)

OR

Write long notes on:

- (a) Emerging Trends in Event Management
- (b) Monitoring of an event

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