

(Please write your Exam Roll No.)

Exam Roll No. 02021402422

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER 2024-JANUARY 2025

Paper Code: BAJMC-305

Time: 3 Hours

Subject: Event Management

Maximum Marks: 75

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

- Q1 Write short note on any three of the following:- (3x5=15)
(a) Different types of events
(b) Event as a communication tool
(c) Organisational Structure of an Event Management Company
(d) Government permissions while organising a public event
(e) Career opportunities in Event Management
- Q2 Define Event Management and elaborate its different elements. Cite relevant examples to support your points. (15)
OR
Explain the 5Cs of the Event Management and describe as what all are to be followed at each level in order to organise small-scale as well as large-scale events? (15)
- Q3 In an Event Management company, what is structure of the team? Also describe their responsibilities with examples. (15)
OR
How business operations are done while organising events? What all are taken into consideration and how the overall accounting is being handled? (15)
- Q4 How event budgeting is being planned and how revenue generation is being done in order to cover the cost of an event and also the profiteering out of it? (15)
OR
How event promotion is being planned? Describe the different media tools being used: digital media as well as other platforms. (15)
- Q5 In the post event scenario, what are the different evaluation techniques and tools employed to assess the impact of an event? Describe various stages and methods. (15)
OR
In the post-Covid scenario, how event industry has evolved and what are different trends which are emerging in this industry. Cite examples. (15)
