

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2024  
(Fifth Semester)

Branch – HOSPITALITY MANAGEMENT

EVENT MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Exhibitions, fairs and expo's are called as ----- events  
a. Promotional      b. Creativity      c. Business      d. Competitive
2. Place for conducting the event successfully is called  
a. Venue      b. Ground      c. Banquet      d. Forum
3. ----- manage the production and editing of audio video related media.  
a. Public analyst      b. Promotion research  
c. Marketing team      d. Media
4. ----- as a tool cannot be underestimated in event marketing and event promotion  
a. Public relation      b. Press release  
c. Celebrities      d. Advertising
5. ----- is a great way for consumers to research the latest services and products a company has to offer  
a. Exhibition      b. Trade fairs      c. Festival      d. Craft mela

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. Give four examples of social event.  
(OR)  
b. Define event planning.
7. a. Who is a venue manager?  
(OR)  
b. How control system is established in events?
8. a. Write any two event budget rules.  
(OR)  
b. Define "risk Analysis" in event management.
9. a. What are corporate events?  
(OR)  
b. Define fair & exhibition.
10. a. What is promotional presentation of events?  
(OR)  
b. What is the use of press release in event management?

Cont...

**SECTION - C (30 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 6 = 30)

11. a. Mention the characteristics of events.  
(OR)  
b. Write a brief note on entertainment events.
12. a. Point out the role of venue manager in event management.  
(OR)  
b. Explain the importance of media contact in event management.
13. a. How to identify sponsors for events?  
(OR)  
b. What is brand building in events?
14. a. State the important issues in facility design of event management.  
(OR)  
b. Write short note on event budget.
15. a. Highlight any five considerations for event decoration.  
(OR)  
b. How developing & implementing an event design take place?

Z-Z-Z

END