

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION/ BUSINESS
ADMINISTRATION(RM)

EVENT MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Events can be classified on the basis of there
 - (i) Budget
 - (ii) Location
 - (iii) Chief Guest
 - (iv) Size, Type and Context
- 2 Which department is responsible for the publicity of the event?
 - (i) Hospitality
 - (ii) Programme coordination
 - (iii) Promotion coordination
 - (iv) Equipment department
- 3 The information that event proposals should include
 - (i) Description of the Event
 - (ii) The proposed event budget
 - (iii) Venue and facilities offered
 - (iv) All of these
- 4 Which of the following plays an important role these days for event branding.
 - (i) Community
 - (ii) Social media
 - (iii) Visual Styling
 - (iv) Return gifts
- 5 Full forms of VR and AR is
 - (i) Visual Reality, Augmented Reality
 - (ii) Virtual Reality, Augmented reality
 - (iii) Visible reality, Aerial Reality
 - (iv) None of these

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain the concept of event management.
OR
b Bring out the objectives of event management.
- 7 a Explain the importance of event management. State the steps involved in event planning
OR
b Discuss the latest trends in promotion of an event
- 8 a Discuss various areas of developing content guidelines in event management
OR
b Illustrate the objectives of creating budget for Event.

Cont...

- 9 a Identify the factors influencing the event management.
OR
b Bring out the roles and responsibilities of Event Manager.
- 10 a Determine the nature and importance of public relation during an event.
OR
b Explain the major functions media in event management.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Discuss in detail about the categories of events; based on the key services they provide. Illustrate with the help of examples.
OR
b Bring out the recent trends and challenges of event management in global scenario.
- 12 a Briefly explain the steps to be followed while planning an event
OR
b Clarify the different expert resources and computer software required to conduct an event.
- 13 a Describe the functions of financial management with respect to event management.
OR
b Illustrate the steps in preparing a business plan for an event management company.
- 14 a Discuss in detail the segmentation of target market for events management.
OR
b Classify the difference between marketing for a new event and a repeated event.
- 15 a Enumerate the process involved to select different types of media to promote the event.
OR
b Analyze the public relation strategy and planning for event management.

Z-Z-Z

END