

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2025  
(Fifth Semester)

Common to Branches – BUSINESS ADMINISTRATION/ BUSINESS  
ADMINISTRATION (RETAIL MANAGEMENT)

**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 Event staff who works for no pay is called  
(i) Casual staff (ii) Volunteer staff  
(iii) Part time staff (iv) Event staff
- 2 What is the deciding factor for selecting a theme for an event?  
(i) Budget (ii) Venue  
(iii) The target audience (iv) Security
- 3 The most popular form of sports sponsorship is  
(i) League (ii) Event  
(iii) Team (iv) Individual
- 4 Which one of the following is one of the 7 P's?  
(i) Positioning (ii) Profile  
(iii) Productivity (iv) Profit
- 5 Corporations and associations produce special events for their members  
(i) Meetings (ii) Military events  
(iii) Private events (iv) Political events

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. What is event management? Mention two needs of event management.  
OR  
b. Who is an event manager?
- 7 a. State the meaning of risk management.  
OR  
b. Explain Crowd Management.
- 8 a. Give the meaning of Event positioning.  
OR  
b. "Key to a successful marketing plan is Positioning" Explain
- 9 a. How is evaluation of marketing efforts done?  
OR  
b. Explain the meaning of publicity with relevance example.
- 10 a. Write a brief note on e-launch of event.  
OR  
b. What is conference? Mention any two types of conference.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Explain the 5'C of Event Management.

OR

b Elaborate the various event management activities.

12 a Briefly explain the functions performed by event organization.

OR

b Analyze traditional techniques used for promotion of the event with relevant example.

13 a Write a brief note on "Budgeting in event Management"

OR

b Explain the various types of utilities to be provided at the event venue.

14 a Discuss the different types of social media

OR

b Name few steps used in advertising an event.

15 a List the various types of corporate events and explain each in detail.

OR

b How does a corporate events differ from any other event?

Z-Z-Z

END