PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

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

EVENT MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The main objective of an event is to a) Entertain the audience only b) Communicate a message or achieve a goal c) Generate income for the venue d) Promote media partnerships	K1	CO1
	2	The person or company responsible for planning and executing the event is a) Sponsor b) Vendor c) Organizer d) Delegate	K2	CO1
2	3	In event planning, "protocols" refer to a) The decoration style used in the event b) Official procedures and formalities c) The marketing plan of the event d) Guest entertainment arrangements	K1	CO2
	4	Crowd management and evacuation plans are essential to a) Control traffic and ensure safety b) Improve event promotion c) Manage food and beverages d) Reduce event costs	K2	CO2
3	5	The distinguishing features that make an event unique are a) Event variations b) Event characteristics c) Event strategies d) Event targets	K1	CO3
	6	Event sponsorship strategy focuses on a) Designing stage decorations b) Building mutually beneficial partnerships c) Increasing ticket sales only d) Avoiding media promotions	K2	CO3
4	7	A paid form of event promotion is a) Public Relations b) Word-of-mouth c) Publicity d) Advertisement	K1	CO4
	8	Personal selling is most effective when a) The audience is large and dispersed b) One-on-one interaction is needed c) Advertising costs are low d) There is no direct contact with clients	K2	CO4
5	9	The main objective of a trade show is to a) Exhibit and promote products or services b) Entertain the audience c) Organize competitions among companies d) Celebrate personal achievements	K1	CO5
	10	Networking events are useful for a) Building contacts b) Selling tickets c) Hiring staff d) Advertising	K2	CO5

SECTION - B (35 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain how an event organizer can use event infrastructure to improve the attendee experience.	K2	CO1
		(OR)		
	11.b.	Describe how SWOC analysis helps in identifying strengths and opportunities when planning a community festival.		
2	12.a.	Interpret the steps of concept and design in planning a college annual day event.	K3	CO2
		(OR)		
	12.b.	Demonstrate the use of time management in organizing a one-day seminar.		
3	13.a.	Implement appropriate marketing strategies based on the features of various event categories.	K3	CO3
		(OR)		
	13.b.	Apply financial management techniques to monitor budgets and expenses during an event.		
4	14.a.	Categorize the different distribution management methods for ticketed events.	K4	CO4
		(OR)		
	14.b.	Examine the importance of interaction matrix in measuring audience engagement during an event.		
5	15.a.	Analyze the impact of trade shows on brand visibility, customer engagement, and business partnerships.	K4	CO5
		(OR)		
	15.b.	Compare the factors influencing the effectiveness of virtual events with traditional physical events.		

SECTION -C (30 Marks)
Answer ANY THREE questions
ALL questions carry EQUAL Marks   (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze how the 5C's of event management influence the planning and execution of a cultural festival for a college. Provide examples for each component.	K4	CO1
2	17	Examine how an Event Management Information System (EMIS) can be used to track registrations, payments, and participant feedback, and its impact on event management efficiency.	K4	CO2
3	18	Compare different pricing strategies and their influence on attendee participation and event revenue.	K4	CO3
4	19	Examine the effectiveness of social media marketing and publicity in enhancing audience engagement for an event.	K4	CO4
5	20	Interpret emerging trends and technological developments in events, and recommend strategies for their application in future event planning.	K4	CO5

Z-Z-Z   END