

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(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

$$(10 \times 1 = 10)$$

Module No.	Question No.	Question	K Level	CO
1	1	The element that involves understanding the needs and expectations of people attending an event is a) Client b) Target Audience c) Venue d) Organizer	K1	CO1
	2	An example of a corporate event is a) Product launch b) Wedding reception c) Cultural festival d) Charity fundraiser	K2	CO1
2	3	The primary objective of event management is to a) Ensure maximum profit for the organizer b) Achieve event goals effectively and efficiently c) Focus only on entertainment d) Reduce the number of participants	K1	CO2
	4	An Event Management Information System (EMIS) is used to a) Manage and analyze event-related data for decision-making b) Design event posters c) Entertain the audience d) Store decorative materials	K2	CO2
3	5	Event pricing mainly depends on a) Only audience interest b) Decorations and lights c) Type of event and target audience d) Sponsors alone	K1	CO3
	6	Event marketing focuses on a) Selling event tickets only b) Decorating the event venue c) Promoting the event d) Hiring volunteers	K2	CO3
4	7	The main aim of event promotion is to a) Entertain the audience b) Attract target audiences c) Reduce event expenses d) Arrange media interviews only	K1	CO4
	8	Paid advertisements on social media platforms are a) Organic promotions b) Content stories c) Crowd marketing d) Sponsored posts	K2	CO4
5	9	A press conference is organized mainly to a) Celebrate employee success b) Communicate official announcements c) Host a trade fair d) Conduct interviews with customers	K1	CO5
	10	Virtual events differ from traditional ones because they a) Require physical attendance b) Are conducted entirely through digital platforms c) Involve only small groups d) Cannot be interactive	K2	CO5

Cont...

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.	Describe the 5C's of event management and their role in successful event planning.	K2	CO1
	(OR)			
	11.b.	Explain the responsibilities of an event organizer in managing events.		
2	12.a.	Demonstrate the use of risk management techniques for an outdoor festival.	K3	CO2
	(OR)			
	12.b.	Apply an Event Management Information System (EMIS) to track event registrations and payments.		
3	13.a.	Implement market segmentation techniques to select participants for a seminar or conference.	K3	CO3
	(OR)			
	13.b.	Use different sponsorship strategies to organize an event and ensure its success.		
4	14.a.	Examine how public relations strategies enhance the image of a corporate event.	K4	CO4
	(OR)			
	14.b.	Categorize the effectiveness of personal selling vs. social media marketing for promoting a seminar.		
5	15.a.	Analyze the key factors that contribute to successful meetings for multinational corporations.	K4	CO5
	(OR)			
	15.b.	Examine the challenges and benefits of organizing product launch events in a competitive market.		

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 SWOC analysis helps identify and evaluate the internal and external factors affecting a community trade fair.	K4	CO1
2	17	Examine the impact of concept, design, and event planning steps on the successful organization of an annual college day function.	K4	CO2
3	18	Interpret the role of budgeting and accounting in influencing decisions and outcomes when planning a large-scale cultural or corporate event.	K4	CO3
4	19	Examine how networking components and the interaction matrix contribute to measuring audience participation and enhancing event reach.	K4	CO4
5	20	Illustrate the influence of cross-cultural management and emerging trends on the planning and execution of international events.	K4	CO5