

MAJOR ELECTIVE COURSE - II MANAGING SUCCESSFUL EVENTS

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	What is an event? (i) Planned occasion (ii) Programme (iii) Function (iv) activities	K1	CO1
	2	Define event management. (i) Event planning (ii) Arranging functions (iii) arrangements (iv) Organizing	K2	CO1
2	3	What is Main aim of event management? (i) To Conduct (ii) Successful event (iii) To Organized (iv) Entertainment	K1	CO2
	4	State the Pre-arranging activities? (i) To success (ii) Event planning (iii) to well organize (iv) arrangements	K2	CO2
3	5	What is meany by Meaning of event product? (i) Selling product (ii) promoting product (iii) Event experience (iv) Pre selling product	K1	CO3
	6	State the Levels of events? (i) Top down approach (ii) Bottom up approach (iii) Event hierarchy (iv) Equal	K2	CO3
4	7	What is meant by of event promotion? (i) Experience (ii) To dispay (iii) Indirect selling (iv) Event publicity	K1	CO4
	8	State the Paid promotion method. (i) Publicity (ii) Personal selling (iii) Direct Selling (iv) Advertisement	K2	CO4
5	9	Narrative marketing method? (i) Storytelling (ii) Explain the product (iii) Explain the features (iv) Highlighting the product	K1	CO5
	10	State the Music role in events. (i) Entertainment medium (ii) Enjoyment (iii) Fun (iv) For good gathering	K2	CO5

Cont...

Answer ALL questions
ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the meaning and definition of an event.	K3	CO1
		(OR)		
	11.b.	State the 5C's of an event with examples.		
2	12.a.	Explain the objectives of event management.	K4	CO2
		(OR)		
	12.b.	Describe the activities involved in event management.		
3	13.a.	Explain the concept of products in events.	K3	CO3
		(OR)		
	13.b.	Describe event hierarchy and event categories.		
4	14.a.	Explain the concept of event promotion.	K4	CO4
		(OR)		
	14.b.	State the role of advertisement in event promotion.		
5	15.a.	Explain the role of storytelling in event promotion.	K3	CO5
		(OR)		
	15.b.	Write about the importance of traditional arts in 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	Explain the types of events with examples.	K5	CO1
2	17	Elucidate the risk management and crowd management in events.	K4	CO2
3	18	Discuss the importance of event marketing.	K5	CO3
4	19	Explain the concept of event property and interaction matrix.	K4	CO4
5	20	Discuss about the importance of corporate event management.	K5	CO5

Z-Z-Z

END