

Roll No.: .....

## END SEMESTER THEORY EXAMINATION OCT NOV-2021

<b>Program:</b>	<b>BHM</b>	<b>Year/Semester:</b>	<b>7th- Semester</b>
<b>Course/Subject:</b>	<b>Event Management</b>	<b>Duration:</b>	<b>03:00 Hrs</b>
<b>Course/Subject Code:</b>	<b>07010710</b>	<b>Maximum Marks:</b>	<b>80</b>
		<b>Batch:</b>	<b>2016</b>

**Instructions: -**

1. Write Your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with diagram wherever required.

### SECTION-A

#### (Very Short Answer Type Questions)

**Note: All Questions are compulsory: -**

**[14X1=14 Marks]**

<b>S. No.</b>	<b>Question</b>	<b>Marks Allotted</b>
	<b>Write two line answer on the following terms:</b>	
1	What do you mean by management?	1
2	What is Event budget?	1
3	What is the full form of FP in Hotel events?	1
4	Define term outdoor event?	1
5	What is major event?	1
6	In which kind of event, podium is used in?	1
7	What is Image/Branding in event?	1
8	What do you mean by core talent in event?	1
9	What do you mean by advertising?	1
10	Give one example of regional event.	1
11	What is contract in events?	1
12	Explain event feedback?	1
13	What is term BTC stand for in event billing?	1
14	What are common items used for conference table setup?	1

**SECTION-B**  
**(Short Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[6X2=12 Marks]**

S. No.	Question	Marks Allotted
15	What is Event Infrastructure?	2
16	What is nature of event marketing?	2
17	Explain two responsibilities of event manager?	2
18	Give the meaning of conference.	2
19	Explain the importance of Evacuation?	2
20	What are virtual Events?	2

**SECTION-C**  
**(Descriptive Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[6X4=24 Marks]**

S. No.	Question	Marks Allotted
21	How do you analyse an event?	4
22	Explain the role of media in conducting an event?	4
23	Explain three types of corporate events?	4
24	Explain the Importance of Event Management?	4
25	What are the Advantages and Disadvantages of Event planner?	4
26	What are the Key elements of Events?	4

**SECTION-D**  
**(Long Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[5X6=30 Marks]**

S. No.	Question	Marks Allotted
27	Write a note on safety of guest and participant in corporate events	6
28	Briefly explain five qualities of event manager?	6
29	What are 5 W's in Event Planning?	6
30	How does an event planner organize an event?	6
31	Explain SWOT Analysis in Event Planning?	6