



K21U 0169

Reg. No. :

Name :



VI Semester B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.) Degree (CBCSS – Reg./
Supple./Improv.) Examination, April 2021
(2014 – 2018 Admissions)

Core Course

6B19BBA/BBA(TTM)/BBA(RTM) : EVENT MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. Largest events are called _____
2. ISL is an example for _____ event.
3. A _____ evaluation is a method for judging the worth of a program while the program activities are in progress.
4. _____ event is any form of event which is organised or funded by a business entity.

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. Define event.
6. What do you mean by event marketing ?
7. Who is an event manager ?
8. What is KTM ?
9. Define event management.
10. What do you mean by cultural events ?
11. What is event planning ?
12. What is meant by sponsorship ?

P.T.O.



SECTION – C

Answer **any six** questions (**not** exceeding **one** page). **Each** question carries **3** marks.

13. What is summative evaluation ? How it is differ from objective evaluation ?
14. What do you mean by the break-even point of an event ?
15. Describe the reasons for conducting an event.
16. What are the different categories of event cost ?
17. Write a note on event budgeting.
18. What are the steps involved in event planning ?
19. Write about the 5 Ps of event marketing.
20. Discuss the sources of information for event evaluation.
21. Describe the activities in an event management.
22. Write about the safety and security arrangements of an event.
23. Write a short note on event management information system.
24. How will you differentiate corporate event and sporting event ?

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

25. 'Human resources play an important role in the success of an event management.' Justify the statement.
 26. Discuss in detail the importance of marketing and promotion of an event.
 27. Elucidate the major factors considered for choosing an event site.
 28. Explain the evaluation process of an event.
 29. Discuss in detail on classification of events.
 30. Write in detail about the general guidelines to be followed in the event planning process.
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