

B.B.A. (Part–III) Semester–V Examination

EVENT MANAGEMENT

Paper-BBA/505

Time : Three Hours]

[Maximum Marks : 80]

Note :— All sections are compulsory.

SECTION-A

SECTION-B

Short answer type questions (4 marks each) :

1. (a) Explain the concept of Event Management.

OR

- (b) Explain the importance of Brand Building.

2. (a) Explain the concept of venue with two examples.

OR

- (b) Write a short note on post event follow up.

3. (a) What skills are required for negotiating the best price ?

OR

- (b) Write a note on targetting of the market for event.

- 4 (a) Why Media handling is important for an event ?

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- (b) What do you mean by Pre event activities ?

- 5 (a) Write a note on strategies for an event.

OR

- (b) Explain the importance of back stage management.

SECTION-C

Long answer questions (8 marks each) :

1. (a) Define Event Management and explain its functions.

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- (b) "Event Marketing as a Promotional Tool" – explain the statement.

2. (a) Explain the factors to be considered for the selection of site for an event.

OR

- (b) Explain the work of an event organiser in detail.

3. (a) Explain the concept of segmenting and targeting of the market for an event. 8

OR

- (b) Give the classification of events and their characteristics. 8

4. (a) Explain in detail the Interview techniques. 8

OR

- (b) Explain the Networking components of event management. 8

5. (a) Explain the steps involved in event planning and explain the importance of planning an event. 8

OR

- (b) Explain in detail the concept of security management and risk management for an event. 8