

**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**1. Choose the correct alternative : **(One mark each)**

20×1=20

- (1) An event is a \_\_\_\_\_ Package carried out with a preconceived concept.
- (a) Multimedia (b) Media
- (c) Live multimedia (d) None of these
- (2) The external communication involves \_\_\_\_\_.
- (a) Annual meeting (b) Conferences
- (c) Seminars (d) Both (b) and (c)
- (3) The population of the target audiences that the event is exposed to, is caused to \_\_\_\_\_ for the event.
- (a) Reach (b) Live Interaction
- (c) Extend (d) All of the above
- (4) Event as a \_\_\_\_\_ marketing communication tool would gain significant followers.
- (a) Dominant (b) Strategic
- (c) Tentative (d) Commercialisation
- (5) Which of these places need various events to be happening to increase the customer traffic ?
- (a) Fantasy Land (b) Essel World
- (c) Appu Ghar (d) All of these
- (6) Event organising as an industry is still in the \_\_\_\_\_ Stage when seen in the light of commercialisation and co-operation.
- (a) Introduction (b) Growth
- (c) Mature (d) Decline
- (7) Organising is the function employed to achieve the overall \_\_\_\_\_ of the organisation.
- (a) Objectives (b) Goal
- (c) Both (a) and (b) (d) None of these

- (8) Most prominent stadium and known World Wide for the game of Cricket are :
- (a) Eden Garden (b) Wankhade Stadium  
(c) Vallabh Bhai Patel Stadium (d) All of these
- (9) \_\_\_\_\_ is the element that makes up the Image of the event.
- (a) Sponsorship (b) Event branding  
(c) Campaign (d) Media Strategy
- (10) The event property that belongs to the Event Manager cannot be taken away or stolen by the \_\_\_\_\_.
- (a) Customer (b) Client  
(c) Competitors (d) All of these
- (11) Market segmentation is a very \_\_\_\_\_ task as the event organizer needs to segment the market.
- (a) Arduous (b) Mild  
(c) Facile (d) None of these
- (12) \_\_\_\_\_ are the means of networking for good public relations.
- (a) Press Conference (b) Press release  
(c) Both (a) and (b) (d) None of these
- (13) The most important information a Meeting Planner can determine prior to an event is \_\_\_\_\_.
- (a) Past events held by the group (b) Budget  
(c) Attendance (d) None of these
- (14) \_\_\_\_\_ is an important aspect during event execution.
- (a) Planning (b) Monitoring  
(c) Reporting (d) None of these
- (15) The conceptualise efforts should be \_\_\_\_\_ during the event.
- (a) Ignored (b) Branded  
(c) Appreciated (d) None of these
- (16) \_\_\_\_\_ Scheme builds on the foundation of the event that are used to link Merchandising opportunities with the event build up and popularity.
- (a) Pre event Networking (b) Budgeting  
(c) Post event Networking (d) None of these
- (17) Highly effective event planning involves \_\_\_\_\_.
- (a) Dream team (b) Technology  
(c) Branding and Marketing (d) All of these

- (18) The\_\_\_\_\_ should be focused on helping you to achieve the goals and objectives of event.
- (a) Marketing (b) Strategy  
(c) Observing (d) Reward
- (19) Select a venue that reflects your organisational\_\_\_\_\_.
- (a) Report (b) Mission  
(c) Approach (d) Management
- (20) Post event coverage falls under the purview of\_\_\_\_\_.
- (a) Analysing (b) Planning  
(c) Journalism (d) Decision making

### SECTION-B

Short answer type questions ( 4 marks each) :

1. (a) Explain the concept of Event Management. 4
- OR**
- (b) Explain the importance of Brand Building. 4
2. (a) Explain the concept of venue with two examples. 4
- OR**
- (b) Write a short note on post event follow up. 4
3. (a) What skills are required for negotiating the best price ? 4
- OR**
- (b) Write a note on targetting of the market for event. 4
- 4 (a) Why Media handling is important for an event ? 4
- OR**
- (b) What do you mean by Pre event activities ? 4
- 5 (a) Write a note on strategies for an event. 4
- OR**
- (b) Explain the importance of back stage management. 4

### SECTION-C

Long answer questions (8 marks each) :

1. (a) Define Event Management and explain its functions. 8
- OR**
- (b) "Event Marketing as a Promotional Tool" – explain the statement. 8
2. (a) Explain the factors to be considered for the selection of site for an event. 8
- OR**
- (b) Explain the work of an event organiser in detail. 8

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