

TED (15) 5251
(Revision 2015)

Reg.No.
Signature.

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/MANAGEMENT/
COMMERCIAL PRACTICE – APRIL -2019.

EVENT MANAGEMENT

(Maximum Marks : 100)

[Time : 3 hours]

PART-A

(Maximum marks: 10)

Marks

I. Answer all questions in one or two sentences. Each question carries 2 marks.

1. Define Event Management.
2. Recall Artistic Expression Events.
3. State Event Pricing.
4. List out any four promotional media used in Events.
5. Define In-House Venue.

(5x2=10)

PART - B

(Maximum Marks : 30)

II Answer any **five** of the following questions . Each question carries 6 marks.

1. Detail Event Infrastructure.
2. Discuss the requirements for an effective Event Brand.
3. Explain the factors affecting Pricing in Events.
4. Summarise Post-Event activities.
5. Discuss the benefits of External Venues in events.
6. Describe the advantages of Niche Marketing of Events.
7. List out various types of Risks associated with Events.

[5x6 =30]

PART - C

(Maximum marks : 60)

(Answer one full question from each unit. Each full question carries 15 marks)

UNIT I

III (a) Explain the objectives of Event Management. (8)

(b) Elaborate the 5C's in Events. (7)

OR

IV (a) Enumerate various tips in negotiating contracts with event organizers. (7)

(b) Discuss the types of staff co-ordinators involved in an Event. (8)

UNIT- II

- V (a) Explain the general characteristics of events. (7)
- (b) Detail various types of Special Business Events. (8)

OR

- VI Elaborate the bases for Segmenting Event Market with suitable examples. (15)

UNIT- III

- VII (a) Explain Pricing objectives in Events. (7)
- (b) Discuss any four methods of Event Pricing. (8)

OR

- VIII Detail the skills required for negotiating the best price. (15)

UNIT – IV

- IX (a) Summarise the objectives of Event Management Information system(MIS) (7)
- (b) List out various types of information contained in an Event MIS. (8)

OR

- X Detail the staffing process in event. (15)
