



Aditya Group of Degree Colleges
ADITYA DEGREE COLLEGES

*** ANDHRA PRADESH ***

PRE FINAL - EXAMINATIONS

III B.Com VI SEMESTER

EVENT MANAGEMENT

Max. Marks : 50 M

Time: 2 Hours

Date: 23.03.2020

SECTION-A

I. Answer the following questions:

5 x 10 = 50 M

1. a) Define Corporate Event ? Explain the different types of Events ?

(Or)

- b) Bring out the key considerations for meeting customer expectations.

2. a) How do you plan an exhibition ?

(Or)

- b) Distinguish between conference and a meeting. Explain the types of Business Meetings.

3. a) Discuss Major risks involved in event management. Explain how to manage the risk.

(Or)

- b) What is Event Marketing. Explain the process of Event Marketing.

4. a) Define celebrity event. Discuss the key considerations in organising celebrity events

(Or)

- b) What are launches ? Explain the characteristics and types of launches in brief.

5. a) Explain the features of National festivals.

(Or)

- b) What do you mean by contract Negotiation? Explain the skills required for an event negotiator.