



K18U 0163

Reg. No. :

Name :

VI Semester B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.) Degree (CBCSS – Reg./
Supple./Imp.) Examination, May 2018
(2014 Admn. Onwards)

CORE COURSE

6B19BBA/BBA(TTM)/BBA(RTM) : Event Management

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark.

1. _____ is the person who plans and executes the events.
2. A _____ event is a one-time occurring event.
3. _____ is the process of planning, organising and executing an event.
4. _____ is merchandising a business to groups of potential buyers. (½×4=2)

SECTION – B

Answer **any 4** questions. **Each** question carries 1 mark.

5. What do you mean by event management ?
6. Describe the elements of event marketing.
7. What is formative evaluation ?
8. What do you mean by profit and loss statement ?
9. Explain special event.
10. What are different types of events in terms of size ? (1×4=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain the monitoring and control system.
12. Describe the role of public relations in event management.
13. What are the major acts and regulations relevant to event management ?
14. What are the factors to be considered while selecting the venue of an event ?
15. Explain the purpose for conducting an event.
16. Which are the services to be provided in an event ?
17. Explain the aims of an event.
18. Describe the break-even point of an event. **(3×6=18)**

SECTION – D

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

19. Explain the process of event marketing.
 20. Explain the preparation of an event proposal.
 21. Who is an event manager ? Explain the duties of an event manager. **(8×2=16)**
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