

CLASS: B.B.A.

15A/51

St. JOSEPH'S COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 620 002

SEMESTER EXAMINATIONS – APRIL 2015

TIME: 3 Hrs.

MAXIMUM MARKS: 100

SEM	SET	PAPER CODE	TITLE OF THE PAPER
IV	2013	11UBU430301B	EVENT MANAGEMENT

SECTION – A

Answer all the questions:

20 x 1 = 20

Choose the correct answer:

- _____ is an event organized to present and demonstrate latest products of the companies.
a) Trade shows
b) Business dinners
c) Press conferences
d) Theme parties
- _____ includes those essential elements without which there cannot be any event.
a) Core concept
b) Core people
c) Event infrastructure
d) Core talent
- _____ includes budgeting, establishing time lines and arranging for activities.
a) Planning
b) Staffing
c) Leading
d) Controlling
- _____ is concerned with day-to-day performance.
a) Strategic planning
b) Market planning
c) Event planning
d) None of these
- Which of the following should be developed first _____.
a) The events marketing strategy
b) Sponsorship proposals for the event
c) Event plan
d) A work breakdown structure

Fill in the blanks:

6. A key event to develop and motivate teams in companies and divisions is _____.
7. The term that is used to define the fundamental underlying ethos and evolution of the various major categories of events is _____.
8. _____ involves execution of the events according to the final concepts.
9. _____ is a systematic way of examining all the activities a firm performs and how they interact.
10. An open-air venue used for entertainment is _____.

State True or False:

11. Event Management is the application of Project Management.
12. It is the core talent that attracts the audience.
13. Consideration of competitive advantage is not essential while conceptualizing events.
14. Event Manager performs Budgeting.
15. Documentation and photographs of all events are not necessary.

Match the following:

- | | |
|----------------------|-----------------------------|
| 16. Birthday Party | - a) Competitive assessment |
| 17. Brand Building | - b) Event Infrastructure |
| 18. Activity mapping | - c) Publicity opportunity |
| 19. Printed Material | - d) Event Manager |
| 20. Core people | - e) Social event |

SECTION – B

Answer all the questions:

5 x 4 = 20

21. a. Define Event. Represent it graphically.

OR

- b. How does event management help relationship building?
22. a. Explain the key elements of events.

OR

- b. Detail the elements of event infrastructure.
23. a. Explain the concept of event planning.

OR

- b. Explain the five C's of event.
24. a. Explain the purpose of competitive assessment.

OR

- b. Explain the features of strategic planning.
25. a. What is legacy? Suggest a few ways in which an event manager can leave a legacy.

OR

- b. Explain the structure of an event management team.

SECTION – C

Answer any FOUR questions:

4 x 15 = 60

- 26. Explain the different types of events.
- 27. Elaborate the concept of core structure.
- 28. Elaborate the concept of information management in events.
- 29. Explain the steps of problem analysis.
- 30. Detail the various locations and their suitability for the particular event.
