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Course Code: BAJMC-305

Course Name: Event Management

Class Test - II

Time: 1 Hour

Max Marks: 20

State true or false.

(1×5 = 5)

- (1) The definition of an event refers only to gatherings and does not include virtual or online events. [True] [False]
- (2) Events are primarily focused on entertainment and do not serve as effective tools for communication and marketing. [True] [False]
- (3) The 5C's of Event Management include Coordination, Communication, Control, Creativity, and Customer Service. [True] [False]
- (4) The organizational structure of an event management company does not impact the efficiency of event execution. [True] [False]
- (5) Accounting is not a crucial aspect of event management, and financial considerations do not impact the success of events. [True] [False]

Answer the following questions.

(3×5 = 10)

- (1) Identify and explain two emerging trends in the field of event management. How do these trends reflect the evolving preferences of event attendees?
- (2) Explore the various career paths available in event management. How can individuals tailor their skills to pursue specific roles within the industry?
- (3) Explain the concept of event evaluation and impact assessment. Why is it important for event organizers to assess the impact of their events?
- (4) Explain the importance of obtaining necessary licenses and permissions in event planning. Provide examples of licenses required for different types of events.
- (5) Outline the key activities involved in monitoring and controlling an event. How do event organizers ensure real-time adjustments for optimal event execution?