

**Bharati Vidyapeeth's**  
**Institute of Computer Applications and Management (BVICAM)**  
A-4, Paschim Vihar, New Delhi-63  
**FIRST SEMESTER [BA (JMC)] Internal Examination, December 2022**

<b>Paper Code: BA (JMC) 305</b>	<b>Subject: EVENT MANAGEMENT</b>
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**Time: 2 Hours****Maximum Marks: 45**

<b>Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.</b>
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1.	Answer all the following questions briefly: -	1.5 × 10 = 15
	(a) Elaborate the key elements that should be included in an event floor plan.	CO1
	(b) State two national events and Explain.	CO2
	(c) Justify the importance of post event tasks?	CO2
	(d) Mention the important permissions required to conduct the events?	CO2
	(e) Categorize the department handles seating, directions and Refreshments explain.	CO2
	(f) Safety and security should be the event managers top most priority, comment?	CO1
	(g) Monitoring and controlling both are different in an event, explain how?	CO2
	(h) There are so many challenges faced by liaison officer, comment?	CO3
	(I) "Events are the 'face' of your company. They show your professionalism and capability." Comment	CO1
	(j) Provide an overview of the role of technology in modern event management.	CO2
<b>UNIT - I</b>		
2.	(a) "Assuming that you are organizing 'Cine Award' Function. "Identify The five C's of event in organizing the award function.	5 CO1

	(b)	“Media management is very important for an event management firm”. Elaborate on the statement	5	CO1
	(c)	Handling and Inviting media is most important in any event, prepare media invitation and prepare media kit and press release of your event?	5	CO2
3.	(a)	Analyze the key challenges faced by event managers during the event planning and execution process.	5	CO2
	(b)	Discuss the role of sponsors and fundraising in event budgeting and how these elements contribute to overall financial planning?	5	CO2
	(c)	If you were an event organizer, what principals would you follow and what would be the responsibilities you would perform to organize a fashion event?	5	CO2
<b>UNIT - II</b>				
4.	(a)	You have been asked to organize a press conference to announce your organization’s tie –up with a major multinational company. Describe the steps to be undertaken to make it a success.	5	CO5
	(b)	Discuss the key elements of an effective event marketing strategy.	5	CO3
	(c)	Create a theme for your event and prepare the duty chart for your Team? Discuss it in detail.	5	CO2
5.	(a)	Discuss the role Public Relation in the image management of a celebrity for an Event.	5	CO3
	(b)	Prepare a check list statement for a lifestyle consumer exhibition. List the Objectives in the operation plan for the event.	5	CO1
	(c)	Construct a sponsorship proposal to attract corporate participation from the telecom sector for a charitable event	5	CO3