

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

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

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -			1.5 × 10 = 15
	(a)	List the role and qualities of an event manger?		CO1
	(b)	Define publicity?		CO2
	(c)	Describe the need of event management.		CO2
	(d)	Recoginze the role of risk management?		CO2
	(e)	State the department handles seating, directions and Refreshments explain.		CO2
	(f)	Importance of blue print in event planning process, explain?		CO1
	(g)	Compare the Monitoring and controlling In an event?		CO2
	(h)	There are so many challenges faced by liaison officer, comment?		CO3
	(i)	Prepare check list in any event		CO1
	(j)	List the benefits sports event		CO2
UNIT - I				
2.	(a)	"India is an emerging destination." Explain.	5	CO1

	(b)	“Media management is very important for an event management firm”. Elaborate on the statement	5	CO1
	(c)	Is entertainment needed in corporate events? Discuss	5	CO2
3.	(a)	Explain characteristics of and need for event management	5	CO2
	(b)	The budget is most important part for an event? How would you	5	CO2
	(c)	Classify the various types / categories of events	5	CO2
UNIT - II				
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)	Relate fundraising and entertainment event with suitable examples.	5	CO3
	(c)	Identify the event as a marketing tool?	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