



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

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Course Code: BA (JMC)305

Course Name: Event Management

ASSIGNMENT

(Based on Unit 3)

Question 1: Compare and contrast the legal requirements for organizing a public outdoor event versus an indoor private event. Discuss potential challenges associated with each.

Question 2: Develop a comprehensive promotional plan for a Diwali festival. Specify the tools and media channels you would utilize, considering the target audience.

Question 3: Given a specific event scenario, outline a risk management plan. Identify potential risks, their likelihood, and propose mitigation strategies.

Question 4: Given a hypothetical event scenario, outline the specific licenses and permits required. Describe the application process for obtaining these permissions.

Question 5: Compare the advantages and disadvantages of online and offline event promotion. example bvicam fest

Question 6: Develop a creative budgeting strategy to maximize revenue for a charity program held in your locality.
