

17. Discuss the importance of event Planning.
18. How is the feasibility of event measured?
19. State the process in Marketing of events.
20. Brief the steps involved in Event Budget planning.

SECTION C – (5 x 10 = 50 marks)

ANSWER ALL QUESTIONS

21. A Define event management. Explain the steps involved in analysis of event management.
OR
B Explain in detail the scope of event management.
22. A Outline the process of events with 5C's.
OR
B Generalise the future of event management.
23. A Discuss the types of feasibility to analysis the event management.
OR
B Examine the impact of SWOT Analysis on feasibility of event management.
24. A Discuss the promotional strategies in event management.
OR
B Brief the Role of event manager in event planning and promotion.
25. A Examine the process of Event budget planning.
OR
B Infer the impact of Event sponsorship.

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END SEMESTER EXAMINATION NOV/DEC-2023

First Semester

B.Sc FORENSIC SCIENCE/ B.Com CA

**FOUNDATION COURSE – BASICS OF EVENT MANAGEMENT/
NON MAJOR ELECTIVE COURSE – BASICS OF EVENT MANAGEMENT**

Time: Three Hours

Maximum: 75 marks

SECTION A – (15 x 1 = 15 marks)

ANSWER ALL QUESTIONS

1. Events can be classified on the basis of their

A Size, Type and Context	B Location
C Chief guest	D Budget
2. Event management is considered one of the strategic

A Entertainment sector	B Marketing and communication tool
C Message deliver	D Fun factor
3. The information that event proposals should include

A Description of the Event	B The proposed event budget
C Venue and facility offered	D All of these
4. Mishaps in an event

A Event planning	B Traffic management
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- C Liason agreement D Event Insurance
5. Most important skill for event industry
A Organizational Skill B Management skill
C Marketing skill D All of these
6. Event marketing is a
A Goods B Service
C Tangible D Product
7. The most important information a meeting planner can determine prior to an event is:
A Past event B Attendance
C Budget D Location
8. _____ is the second stage in the event planning process.
A Planning B Research
C Evaluation D Design
9. Preparing Budget of an event, negotiating contracts, arranging the speaker and organizing audiovisual needs are part of _____ stage of the event planning process.
A Research B Design
C Planning D Coordinating
10. Which among the following is not an event planning tool?
A Maps B Creative brief
C Models D Run sheet

11. Which department is responsible for the publicity of an event?
A Hospitality department B Promotion coordination department
C Programme coordination department D Equipment department
12. Which of the following is the most popular type of event site used?
A Banquet hall B Convention center
C Hotel/Resort D Club
13. What is the major role of Account Planner?
A Analysis feedback B Planning of event
C Creating Long term relationship with client D Funding
14. Who ensures that the team sticks to the budget of the event?
A Event planner B Event assistance
C Event coordinator D Manager
15. Convention center events are usually booked at least:
A 18 months in advance B 5 years in advance
C 36 months in advance D 12 months in advance

SECTION B – (2 x 5 = 10 marks)
ANSWER ANY TWO QUESTIONS

16. State the reasons why event management is needed?