

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-IV, Supplementary Examination June 2023
Event Management (COG 139)

Duration: 2 hours**Max Marks: 80**

Instructions: 1) Figures to the right indicate maximum marks

2) Start each question on fresh page

3) All Questions are compulsory

4) Answer questions Q1 & Q2 in approximately 100 words each

5) Answer questions Q3 to Q6 in approximately 400 words each

Q1. Answer the following questions: - (Any Four)

(4*4= 16 marks)

- a. Explain the meaning of Event Management
- b. Discuss the benefits of Events
- c. Report on the Event management Industry in India
- d. Analyse how Event Risk Assessment is undertaken
- e. Illustrate the numerous elements involved in planning for an event
- f. Outline the matter to be included in an Event Itinerary

Q2. Write short notes on: - (Any Four)

(4*4= 16 marks)

- a) Importance of Event Protocol in EM
- b) Code of Ethics in EM
- c) Criteria for identifying event vendors
- d) Use of technology in event management
- e) Event Marketing
- f) BEP in event management

Q3.A. Discuss the Functions of Event Management.

(12)

OR

Q3.X. Describe the various Event sizes.

(12)

Q4.A. Illustrate the event production process.

(12)

OR

Q4.X. Explain the factors to be considered in negotiating an Event contract.

(12)

Q5.A. Recommend the most suitable methods of Event Pricing for Goa.

(12)

OR

Q5.X. Summarize the critical stages for conducting a successful event in Goa.

(12)

Q6.A. Assess and compare the various types of sponsors.

(12)

OR

Q6.X. Justify the importance of financial management in Event Management.

(12)