

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
SY B.Com, Semester-IV, Semester End Examination, April/May 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 need for Event Management
- b. Describe the types of Event Risks
- c. Discuss on the present scenario of event management industry in India
- d. Outline how Event Risk is managed
- e. Illustrate the numerous elements involved in preparation 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) Code of Ethics in EM
- b) Importance of Event Protocol in EM
- c) Criteria for identifying event vendors
- d) Elements of the Venue Management checklist
- e) Use of technology in event management
- f) Benefits of event sponsorship

Q3.A. Discuss the Principles of Event Management. (12)

OR

Q3.X. Describe the Functions of Event Management. (12)

Q4.A. Illustrate the elements to be considered in developing an event concept. (12)

OR

Q4.X. Explain the Steps involved in Event Planning. (12)

Q5.A. Recommend the most suitable Methods of Event Pricing for Goa. (12)

OR

Q5.X. Summarize the major considerations for selecting an Event Venue in Goa. (12)

Q6.A. Categorize and contrast the various types of sponsors. (12)

OR

Q6.X. Debate the role of financial management in Event Management. (12)