

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-IV, Semester End Examination, June 2022
GE-5, Event Management (UCOG139)

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 to question Q1 & Q2 should be approximately 100 words each
5) Answer to question Q3 & Q6 should be approximately 400 words each

Q1. Write short notes on: - (Any Four)

(4*4= 16 marks)

- a. Mega event
- b. Event Pricing
- c. Negotiations in event management
- d. Event branding
- e. Steps in event planning

Q2. Answer the following questions: - (Any Four)

(4*4= 16 marks)

- a) Explain the concept of designing event
- b) Discuss the planning of event team
- c) Summarize the Event risk assessment and management
- d) Highlight the criteria for identifying event vendor
- e) Identify the regulations required in event management

Q3.a. Explain the functions of events.

(12)

OR

Q3.x. What is Event risk? Explain the different types of events.

(12)

Q4.a. Explain the elements in planning and preparation of event.

(12)

OR

Q4.x. What is Event Management? Discuss the problems in event management.

(12)

Q5.a. Explain the Event Production process.

(12)

OR

Q5.x. Discuss the critical stages for successful event.

(12)

Q6.a. What is Event Protocol? Enumerate in detail the preparation of event proposal.

(12)

OR

Q6.x. Explain the elements for developing event concept.

(12)