

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao- Goa  
S.Y. B.Com, Semester-IV, Semester End Examination, April 2019  
Event Management (GE 5)

**Duration: 2 Hours**

**Max. Marks: 80**

- Instructions:** i. Figures to the right indicate maximum marks  
ii. Start each question on a fresh page  
iii. All questions are compulsory  
iv. Answer Q1 & Q2 in not more than 100 words each.  
v. Answer Q3 to Q6 in not more than 400 words each.

- Q.1) Write short notes on (Any 4) (16)
- (a) Scope of Event for event management company.
  - (b) Issues in event management
  - (c) Event itinerary for event management company.
  - (d) Skills of event manager.
  - (e) How to negotiate the best event planner contract?
  - (f) Event budget for an event management company.
- Q.2) Write short notes on (Any 4) (16)
- (a) Importance of negotiation with vendors
  - (b) Briefly explain major and minor event.
  - (c) Event protocol.
  - (d) Significance of event scheduling for event management company.
  - (e) Explain in brief event evaluation for event management company.
  - (f) Event branding
- Q.3) (A) State and explain the principles of holding an event. (12)
- OR
- Q.3) (X) What is event risk? Explain the types of event risk. (12)
- Q.4) (A) "Success of event depends on the critical path being followed". With reference to this statement discuss briefly the importance of critical path. (12)
- OR
- Q.4) (X) Explain in detail event pricing. (12)
- Q.5) (A) Explain event marketing mix. (12)
- OR
- Q.5) (X) Briefly explain the contents of event cost sheet that needs to be prepared by an event manager. (12)
- Q.6) (A) State and explain the essential points that event planner must include in their event management checklist. (12)
- OR
- Q.6) (X) Explain the criteria for identifying Vendor. (12)