

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)