

(Please write your Exam Roll No.)

END TERM EXAMINATION

FIFTH SEMESTER [BAJMC] JANUARY-FEBRUARY 2023

Paper Code: BA(JMC) 305

Subject: EVENT MANAGEMENT

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- ✓ Q1. Write short notes on any two of the following: (7.5X2=15)
- ★ (a) 5C's of Event management
 - (b) Liaisoning
 - (c) Media Coordination
 - ★ (d) Events as Communication Tool
 - (e) Careers in Event Management

- ✓ Q2. Discuss in detail any four categories of events, based on the 'purpose' or 'sector' to which they belong. Illustrate with examples. (15)

OR

- ★ Define event management. Throw light on various elements of event management with suitable examples.

- ✓ Q3. What interpersonal skills and service orientation skills are required for an event manager to effectively communicate with clients? (15)

OR

Describe the different types/structures of an event management organisation.

- ✓ Q4. Define and explain risk and risk management. Discuss the potential risks linked with event operations using suitable examples. (15)

OR

- ★ Explain the special licences required to conduct an event.

- ✓ Q5. "Opportunity assessment process assesses the relationship between internal company strengths and external market attractiveness based on several parameters." Justify this statement. (15)

OR

- ★ Discuss the emerging trends in event management, especially during & post-pandemic period.

SWOT