

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.
