



K22U 2437

Reg. No. :

Name :



**V Semester B.A./B.Sc./B.Com./B.T.T.M./B.B.A./B.B.A.-T.T.M./B.B.A.-
A.H./B.C.A./B.A. Afsal-UI-Ulama/B.S.W. Degree (CBCSS – OBE-Regular/
Supplementary/Improvement) Examination, November 2022
(2019 Admission Onwards)
Open Course
5D04BBA/BBA(RTM) : EVENT MANAGEMENT**

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** the questions. **Each** question carries **1** mark.

1. What is Event Marketing?
2. What do you mean by Event co-ordination?
3. What is Financial Management in Events?
4. Explain the term Event Management Information System.
5. What is Event designing?
6. What is Event Production?

(6×1=6)

PART – B

Answer **any 4** questions. **Each** question carries **2** marks.

7. Explain the scope of Event Management.
8. Describe the various elements of Event Marketing.
9. Explain the activities of Event Management.
10. Evaluate the evolution of professional Event Management.
11. Explain different components of Event.
12. Describe the significance of Event Management.

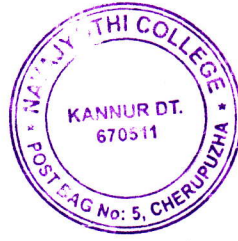
(4×2=8)

PART – C

Answer **any one** question. **Each** question carries **6** marks.

13. Describe the various evaluation process of Event Management.
14. Explain the different criteria for choosing an Event.

(1×6=6)



K21U 4859

Reg. No. :

Name :

**V Semester B.A./B.Sc./B.Com./B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.)/
B.B.M./B.T.T.M./B.C.A./B.S.W./B.A. Afsal-UI-Ulama/B.B.A. (AH) Degree
CBCSS (OBE) – Regular Examination, November 2021
(2019 Admission Only) Open Course
5D04BBA (RTM)/BBA : EVENT MANAGEMENT**

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. Define event management.
2. Who is an event coordinator ?
3. What are the 5 P's of event marketing ?
4. What is team management ?
5. What is event planning guide ?
6. Define bar back.

(6×1=6)

PART – B

Answer **any four** questions. **Each** question carries **2** marks.

7. What is event leadership ?
8. Explain the importance of environmental sensitivity.
9. What are the points should consider while planning and promoting an event ?
10. What is strategic management ?
11. What are the different feasibilities related with event management ?
12. What are the essentials of event management ?

(4×2=8)

PART – C

Answer **any one** question. Question carries **6** marks.

13. What are the things should be considered while selecting a venue for an event ?
14. What are the different departments in an Event Managing Company ?

(1×6=6)