

II. Write short notes on the following: (1x5=5)

- 1. Event Management
- 2. Strategic Event Management
- 3. Job opportunities in event management
- 4. brand image
- 5. Marketing Mix

PART : B – DESCRIPTIVE

(Marks: 25)

III. Answer **any five** questions from the following. (5x5=25)

- 1. Explain the five components of event management.
- 2. Describe the requirements for developing an emergency plan.
- 3. Highlight the different types of event.
- 4. Explain the needs of strategic event Management.
- 5. What are the different job opportunities in event management?
- 6. What are the different types of market segmentation?
- 7. What is event sponsorship? Explain its nature. (1+4=5)
- 8. What are the five factors of event marketing mix?
- 9. Explain some methods of effective event advertising.

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2024

(FYUGP)

(5th Semester)

COMMERCE

Paper Code : VAC-2

(**Event Management**)

Full Marks : 37.5

Pass Marks : 40%

Time: 2 Hours

The figures in the margin indicate full marks for the questions.

PART : A – OBJECTIVE

(Marks: 12½)

I. Choose the correct answer: (½x15=7½)

- 1. An event manager is a visionary leader who manages the
 - a) 50% of the endeavor
 - b) 2/3 of the endeavor
 - c) Entire endeavor
 - d) None of the above
- 2. KPI stands for
 - a) Key Payment Instrument
 - b) Keep Performance Indicator
 - c) Key Performance Indictor
 - d) Kind Post Incentives
- 3. Event manager should demonstrates ethical behavior to all
 - a) Stakeholders
 - b) Communities
 - c) Environment
 - d) All of the above

(2)

4. The most important step in designing event concept is
 - a) Planning
 - b) Location
 - c) Finance
 - d) Co-ordination
5. Emergency procedure for staff and volunteers to follow in an emergency include(s)
 - a) Incident Control
 - b) Crowd management
 - c) Traffic Management
 - d) All of the above
6. Developing a realistic budget in strategic event management process is
 - a) Secondary Step
 - b) Realistic Step
 - c) Foundational Step
 - d) Follow up step
7. Strategic alternatives refers to various courses of action to address different
 - a) Weaknesses and challenges
 - b) Opportunities and challenges
 - c) Location and Finance
 - d) Event and marketing
8. The positive impact of event tourism include
 - a) Waste output
 - b) Energy Consumption
 - c) Raising environmental awareness
 - d) None of the above
9. Which of the following best describes a SWOT analysis in event management?
 - a) A technique for managing budgets
 - b) An assessment of strength, weaknesses, opportunities and threats related to the event.
 - c) A method of scheduling event activities
 - d) A tool for designing promotional materials

(3)

10. What is the significance of defining the target audience in strategic event management?
 - a) It helps determine the event's location only
 - b) It is not relevant to event success
 - c) It allows for unlimited ticket pricing
 - d) It guides decisions on content, marketing and engagement strategies.
11. The process of developing a themed exhibit, display to promote a product services is called
 - a) Event Marketing
 - b) Even marketing
 - c) Advent Marketing
 - d) Event Process
12. An online conference/trade show that allows participants worldwide to attend without leaving homes/offices is
 - a) Virtual Even
 - b) Virtual Events
 - c) Offline Program
 - d) Pandemic Event
13. Sponsors that provide goods and services to an event rather than investing money is called
 - a) Venue Partner
 - b) Food Sponsors
 - c) Media Sponsors
 - d) In kind Sponsors
14. Symbolic image is associated that a product or services represents
 - a) Freedom
 - b) Marketing
 - c) Advertisement
 - d) None of the above
15. Publicity in event management is used to
 - a) Fuel interest
 - b) Erase misunderstanding
 - c) Fuel Demands
 - d) All of the above

(Continued)

(Turn Over)