

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

B.SIM (2014 & Onwards) (Sem.-6)

EVENT MANAGEMENT

Subject Code : BBA-614

Paper ID : [74309]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Answer briefly :
 - a) Who is a Spectator?
 - b) What do you understand by event planning?
 - c) What is Media?
 - d) What is Web technology?
 - e) What do you understand by Broadcast?
 - f) Who is sponsor?
 - g) Write about trade show.
 - h) What is sales promotion?
 - i) What is meant by networking?
 - j) Explain exhibition.

SECTION-B

UNIT-I

2. What is an Event? Explain various types on Events. How it can be used as a marketing tool?
3. Write about the importance of Media in promoting an Event. How electronic and social media has influenced the promotion techniques?

UNIT-II

4. What are principles of Event planning? Explain each in detail.
5. Write short notes on :
 - a) Time lines
 - b) Budgeting in event management planning.

UNIT-III

6. What are the principles of sponsorship? Explain elements of Good Sponsorship in detail.
7. Enlist and briefly explain various marketing strategies used for market an Event.

UNIT-IV

8. What are the essentials of a Press release and press packs? What points should be considered while briefing journalists?
9. How important is PR in Event management? What are the vital points in creating a PR plan for an event?