

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-7)
EVENT MANAGEMENT

Subject Code : BHMCT-703-18

M.Code : 90754

Date of Examination : 03-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. Write briefly:

- a) Discuss scope of Events.
- b) What are different Cs of events?
- c) What do you understand by Core Talent?
- d) Define Media.
- e) What do you understand by ‘designing of events’?
- f) What do you mean by sponsorship?
- g) What do you understand by Promotion of events.
- h) What do you understand by Public Relations?
- i) What do you understand by ‘Safety and Security’ in managing events?
- j) What do you understand by ‘Evacuation’ in managing events?

SECTION-B

2. Discuss different categories of events. Illustrate your answer.
3. Write a note on '*negotiating contracts with event organisers*'.
4. Distinguish between Advertising and Publicity. Discuss the role of Advertising and Publicity in promotion of events.
5. Discuss different Leadership Styles.
6. What do you understand by Incident Reporting? Elaborate and Illustrate your answer.

SECTION-C

7. What are key elements of Events? Elaborate and illustrate your answer.
8. What do you understand by Marketing Mix? Elaborate different Ps of Marketing Mix.
9. What are different sources of raising finance for events? Elaborate your answer.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.