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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BTTM (Sem.-3)**

# INTRODUCTION TO EVENT MANAGEMENT

**Subject Code : BTM-304-18**

**M.Code : 76797**

**Date of Examination : 16-12-22**

**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) Define the term Event Management.
  - b) What do you understand by Content Guidelines?
  - c) State any two benefits of check-list in Event Management.
  - d) Name any two kinds of Computer Software used in Event Management.
  - e) State any two requisites for preparing a budget for a event.
  - f) Who are Decision-Makers? Explain.
  - g) Define the concept of Record - Keeping Systems.
  - h) Who are expert resources? Define.
  - i) Name two types of forms requires for Event Management.
  - j) State any two types of events.

## **SECTION-B**

2. Explain the role of Decision-Making in the Event Management.
3. Describe any four qualities of Technical Staff in a Event Management Company.
4. What is the scope of the work in an Event related to Job Mela?
5. Discuss the need of Reference checks in Event Management.
6. State the merits and demerits of a Computer Software requires for Event Management.

## **SECTION-C**

7. Explain the role and responsibilities of Event Management for organising a Medical Conference.
8. State the various steps in preparing a Planning schedule for organising Launch Event of Luxury Car.
9. What are the essentials of a good record keeping system for an Event Management Company? Also mention its importance.

**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.**