

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (H&CM) (Sem.-3)

EVENT MANAGEMENT

Subject Code : BVHCM-309-19

M.Code : 78537

Date of examination : 19-12-22

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) What do you understand by Size of an event.
- b) What is an Event Proposal?
- c) Define Mission.
- d) What do you understand by Trade Acts?
- e) What is Publicity?
- f) What do you understand by Invoice?
- g) Define what is occupational Safety.
- h) Define Budget.
- i) Define Break Even Point.
- j) What is a Balance Sheet?

SECTION-B

2. Discuss principles of Event Management.
3. What is Staffing? Discuss the role of effective staffing in event management.
4. What is marketing mix? Discuss various components of marketing mix in the context of Event Management.
5. What is crowd management? What are principles of effective crowd management?
6. What is Cash Flow Analysis? Prepare a draft Cash Flow Analysis.

SECTION-C

7. Write a detailed note on Event production.
8. What is Event Leadership? How can event leadership be made effective? Discuss.
9. What is Budget? Discuss the factors affecting budget for organizing an event.

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.