



K17U 0408

Reg. No. :

Name :

VI Semester B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.) Degree (CBCSS –
Regular) Examination, May 2017

Core Course

6B19BBA/BBA(TTM)/BBA(RTM) : EVENT MANAGEMENT
(2014 Admn.)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ marks.

1. The process of planning and coordinating the event is called _____.
2. _____ is an occurrence or something that happens.
3. The largest events are called _____.
4. _____ and _____ are the key elements that determine the success of an event. ($\frac{1}{2} \times 4 = 2$)

SECTION – B

Answer **any 4** questions. **Each** question carries 1 mark.

5. What do you mean by an event ?
6. Describe the elements of event marketing.
7. What is positioning ?
8. What do you mean by staging ?
9. What is experiential marketing ?
10. Define event management. (1×4=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain various aims of an event.
12. What are the different types of events ?
13. Describe the nature of event marketing.
14. Explain summative evaluation.
15. What are the criteria for choosing an event site ?
16. Explain pre-event chart.
17. Describe the break-even point of an event.
18. Explain the arrangement of catering in an event. (3×6=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the preparation of event proposal.
 20. Explain the evaluation process of an event.
 21. How to design an event ? (8×2=16)
-