



K19U 0164

Reg. No. :

Name :

VI Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree
(CBCSS – Reg./Supple./Improv.) Examination, April 2019
(2014 Admission Onwards)
Core Course
6B19 BBA/BBA (TTM)/BBA (RTM) : EVENT MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer the 4 questions. **Each** question carries ½ mark.

1. The event for making a difference for commercial gain is
2. _____ are the people or organisations who act as sponsors at any event.
3. Activities involved in the preparation of an event even before the event occurs are _____
4. Influencers are (½×4=2)

PART – B

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

5. Define event.
6. What is interaction ?
7. Who are event organisers ?
8. What is meant by print media ?
9. What is benefit segmentation ?
10. What is formative evaluation ? (1×4=4)

P.T.O.



PART – C

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

11. Explain experiential marketing.
12. Briefly explain about 5 C's of event.
13. How events help in implementing marketing plan ?
14. What are the various types of events ?
15. Explain briefly about event management information system.
16. Who are non-revenue generating customers ?
17. What are the factors which will help in measuring interaction ?
18. Explain briefly about basic evaluation process. (6×3=18)

PART – D

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

19. Explain about various functions of event management.
 20. Discuss briefly about the various activities in event management.
 21. Explain about the various stages of event production. (2×8=16)
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