



K23U 0268

Reg. No. : .....

Name : .....

VI Semester B.B.A./B.B.A. (RTM)/B.B.A. (TTM) Degree  
(C.B.C.S.S. – Supplementary) Examination, April 2023  
(2017 to 2018 Admissions)  
Core Course  
6B19BBA/BBA(TTM)/BBA(RTM) : EVENT MANAGEMENT

Time : 3 Hours

Total Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries  $\frac{1}{2}$  mark.

1. Management of an event encompasses all activities involved in planning, organizing, staffing, leading and \_\_\_\_\_ of an event.
2. \_\_\_\_\_ is a person or organization that pays for or contributes to the costs involved in staging a sporting or artistic event in return for advertising.
3. \_\_\_\_\_ is a comprehensive document that outlines the services you will provide for an event.
4. IPL is an example for \_\_\_\_\_ event.

SECTION – B

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

5. Define event.
6. What do you mean by staffing of an event ?
7. What are trade fairs ?
8. Who is celebrity ?
9. What are themed events ?
10. What do you mean by sponsorship ?

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SECTION – C

Answer **any six** questions (**Not** exceeding **one** page). **Each** question carries **3** marks.

11. What are the reasons for conducting an event ?
12. Describe the concept of event management.
13. What are the 5Ps of event marketing ?
14. What are the different types of events ?
15. The preparation of a budget is an essential part of event management. Justify.
16. What are the key factors in planning an event ?
17. What are the sources of information for even evaluation ?
18. Differentiate summative evaluation and formative evaluation.

SECTION – D

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

19. Define event management. Discuss in detail on event management information system.
20. Human resources play a crucial role in the success of an event management. Justify.
21. What are the general guidelines to be followed in the event planning process ?