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[4967]-6002

B.B.A. (Semester VI) EXAMINATION, 2016

602 : EVENT MANAGEMENT

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

(iii) Draw neat diagrams wherever necessary.

1. Assuming that you are organizing 'A National Level Dance Competition'. As an event manager give an outline for organising the event. [15]

Or

Your college is organising an intercollegiate quiz competition. Identify the pre-event activities for the same. [15]

2. What are the criteria for selection of venue? Explain in-house and external venue. [15]

Or

What is event management? Explain the various functions of event management. [15]

3. Explain various categories of events along with their characteristics. [15]

Or

Describe the basic evaluation process in detail. [15]

P.T.O.

4. Define strategy. Explain the strategic alternatives arising from environmental analysis. [15]

Or

Explain in detail the various types of promotion methods used in events. [15]

5. Write short notes on (any *four*) : [20]

- (a) Ambush marketing
- (b) PREP model
- (c) Problems associated with traditional media
- (d) 5 W's of event
- (e) Revenue generating customers
- (f) Clients.