

UG Semester-End Final Exams-2024

B.COM 5th Semester (VAC)

EVENT MANAGEMENT

Full Marks: 37.5

Pass Mark: 15

Time: 2 Hours

(Figures in the right hand margin indicates marks)

Part-I. Choose the correct answer from the following: (0.5×15=7.5)

1. The primary objective of event management is

- (a) To increase profits
- (b) To manage and organize successful events
- (c) To reduce event costs
- (d) To focus only on large-scale events

2. SWOT Analysis includes aspects such as

- (a) Strategies
- (b) Organizing accommodations
- (c) Strengths and Weaknesses
- (d) Marketing mix

3. Safety measures in event planning are covered under

- (a) Marketing
- (b) Emergency planning
- (c) Segmentation
- (d) Sponsorship

4. Responsibility for executing event logistics lies with

- (a) Marketing Team
- (b) Sponsorship Team
- (c) Event Team
- (d) Advertising Team

(PTO)

5. Strategic event management includes
- Designing advertisements
 - Strategic alternatives for growth
 - Setting up catering services
 - Managing event venues
6. A common strategy for targeting specific markets in events is
- SWOT Analysis
 - Segmentation
 - Logistics management
 - Emergency planning
7. _____ is a sector that provides job opportunities related to event management.
- Healthcare
 - Event tourism
 - Finance
 - Manufacturing
8. Event tourism primarily attracts
- Local residents
 - International tourists
 - Only VIP guests
 - Corporate sponsors
9. The Marketing Mix in event marketing includes
- The mixture of advertising and catering
 - The combination of sponsorship, branding, and public relations
 - The set of tools used to promote an event
 - The blend of logistics and planning
10. Sponsorship in event marketing focuses on
- Organizing logistics
 - Generating revenue and support
 - Planning accommodations
 - Emergency planning
11. Public relations aim to enhance
- Event security
 - Event's image and reputation
 - Event logistics
 - Market segmentation
12. Influencing the public's perception of an event is the main role of
- Sponsorship
 - Branding
 - Public relations
 - SWOT Analysis
13. Event advertising is intended to
- Only international tourists
 - Increasing visibility and awareness
 - Organizing the logistics
 - Managing emergency plans
14. A positive image for an event is maintained through _____
- Strategic growth
 - Public relations
 - Logistics
 - SWOT Analysis
15. The main objective of event marketing and advertising is
- To plan logistics
 - To increase event profitability and success
 - To identify emergency protocols
 - To organize the event team.

Part-II. Write short notes on any five of the following: (1×5=5)

- Emergency planning
- Event marketing
- Publicity
- Banquet servers
- Strategic Event Management
- Sustainable event management
- SWOT analysis

Part-III. Answer any five from the following:

(5×5=25)

1. Describe the different types of events.
 2. Explain the various types of accommodations.
 3. What are the different challenges faced by the event organiser ?
 4. Discuss the steps of strategic event management.
 5. Discuss the classification of strategic alternatives.
 6. Elucidate different types of market segmentation.
 7. Explain the different types of event tourism.
 8. Explain the nature of event sponsorship.
 9. Describe the various types of brand images .
 10. Explain the different types of public relations.
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