



UG Semester-End Final Exams-2025

Date: 08 November 2025

B.COM 5th Semester (VAC)

EVENT MANAGEMENT

Full Marks: 37.5

Pass Mark: 15

Time: 2 Hours

Part-I Multiple Choice Questions (15 X 0.5 = 7.5)

1. Event Management primarily deals with:

- a) Advertising only
- b) Organizing and executing events
- c) Financial accounting
- d) Market research

2. Which of the following is not a type of event?

- a) Corporate event
- b) Social event
- c) Political campaign
- d) Book publication

3. The "Event Team" is responsible for:

- a) Policy framing
- b) Event planning and execution
- c) Advertisement only
- d) Auditing

4. Emergency planning in event management helps to:

- a) Increase marketing budget
- b) Manage unexpected situations effectively
- c) Avoid sponsor involvement
- d) Cut down event duration

(PTO)

5. Event logistics mainly refer to:

- a) Managing financial records
- b) Physical arrangements and coordination
- c) Selling event tickets
- d) Designing advertisements

6. Strategic event management focuses mainly on:

- a) Long-term planning for event success
- b) Short-term promotions
- c) Hiring more staff
- d) Cost-cutting measures only

7. Market segmentation helps in:

- a) Reaching everyone equally
- b) Targeting specific audience groups
- c) Reducing event cost
- d) Managing logistics

8. Event tourism refers to:

- a) Organizing tours for event managers
- b) Travel motivated by attending events
- c) Tourism for natural attractions only
- d) None of these

9. A strategic alternative for growth could include:

- a) Ignoring new markets
- b) Developing new event types or themes
- c) Reducing event quality
- d) Avoiding sponsorships

10. Strategic event management ensures:

- a) Random resource use
- b) Sustainable and profitable event operations
- c) Short-term excitement only
- d) Ignoring customer feedback

11. Event marketing involves:

- a) Selling event tickets only
- b) Promoting and publicizing an event
- c) Managing event budget
- d) Preparing the venue.

12. Sponsorship in event marketing means:

- a) Financial or material support for promotion
- b) Hiring volunteers
- c) Selling merchandise
- d) Managing security

13. Branding in events helps to:

- a) Build recognition and loyalty
- b) Reduce event expenses
- c) Eliminate competitors
- d) Focus on decoration.

14. Advertising in event management aims to:

- a) Hide event details
- b) Attract participants and sponsors
- c) Reduce attendance
- d) Cut media expenses

15. Public relations (PR) in event management focuses on:

- a) Building a positive image and communication
- b) Handling ticket sales
- c) Event decoration
- d) Security arrangements

Part-II Write a short note on the following

(5 X 1 = 5)

- 1. Niche events
- 2. Bartender
- 3. Market segmentation
- 4. Event sponsorship
- 5. Brand image

(PTO)

Part-III Descriptive Category Questions (5 X 5 = 25)

(Answer any five of the following)

1. What are the classification of Events?
2. Explain the role and responsibilities of Event Organizers in Emergency.
3. Discuss the importance of Eco- Friendly Events.
4. What are the different Corporate jobs opportunities in event management.
5. Discuss the classification of strategic Alternative of management
6. Explain the nature of event management
7. What are the characteristics of Public Relations ?
