

QP CODE: 25021030



Reg No :
Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

Bachelor of Business Administration

CHOICE BASED CORE COURSE - BA6CBT30 - EVENT MANAGEMENT

2017 Admission Onwards

1E9B0E14

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Event Management.
2. Which member of technical staff is responsible for building sets in events?
3. What contents are covered in the run sheets prepared by event managers?
4. What an event budget depicts?
5. What do you mean by event checklist?
6. What is event planning?
7. When event checklist is prepared?
8. What is STP?
9. Define honorarium.
10. What is expense reimbursement?
11. "Event planners must ensure safety of participants before the event" Why?
12. What are the aims behind religious events?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss any five qualities that an event manager must possess.





14. "Event are unique" Discuss.
15. Discuss in detail various policies and procedures developed by event managers.
16. What type of information is recorded in event contact sheets?
17. "Successful events require a concerted team effort to handle all the details". Explain.
18. Discuss the advantages of using computer software in event planning.
19. "Recruitment is considered to be a positive process as it motivates more candidates to apply for the job". Explain.
20. Discuss the working of following people on the events. (a) Event Decors, (b) Event Entertainers, (c) Event Venue Provoiders.
21. What is an event? Discuss the detail various types of events.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss various consideration while analyzing an event.
23. Discuss functioning of various managers involved in evnt management.
24. Discuss various forms of event organizations with their merits and demerits.
25. At which stage of event palnning and execution, organizationbal charts are designed?

(2×15=30)

