



QP CODE: 24001272



Reg No :

Name :

BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

Bachelor of Business Administration

CHOICE BASED CORE COURSE - BA6CBT30 - EVENT MANAGEMENT

2017 Admission Onwards

BBD91F3F

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Which category of events is gigantic in size and may lead to increased tourism and economic impact?
2. What contents are covered in the run sheets prepared by event managers?
3. Give any two policies adopted in execution of successful events.
4. What is event branding?
5. What do you understand by event organizing?
6. What is an event master plan document?
7. What are the three types of expert resources?
8. At which stage of event planning and execution, organizational charts are designed?
9. Define honorarium.
10. What is expense reimbursement?
11. What is a cause related event?
12. What are the requirements of mega events?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. "Event industry is quite comprehensive." Explain.
14. Explain the concept of analysis of events.





15. Discuss the roles of and responsibilities of following technical staff. a) Decors b) Lighting and sound operators.
16. Discuss the importance of feedback in event communication.
17. "Event schedule is the tentative plan prepared to execute an event in the near future"
Discuss the statement.
18. What is an event checklist? Discuss various components of an event checklist.
19. What is importance of visuals for making event acceptable among participants?
20. Discuss the working of following people on the events. (a) Event Decors, (b) Event Entertainers, (c) Event Venue Providers.
21. What is difference between risk management and crowd management?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. "The event manage are expected to plan and present an event in a noval way and thinkl out of the box." Explain
23. What is event management? Discuss in details about the people involved in palnning
24. What do you know about an event budget? Discuss various components of budget prepared for costs estimates in organizing events?
25. Explain the following (a) Occupational health and safety in events, (b(Volunteer's management, (c) Recognition and appraisal of event staff.

(2×15=30)

