



**BHARATI VIDYAPEETH'S**  
**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**  
(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)  
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Course Code: BAJMC-305

Course Name: Event Management

### **Class Test - I**

Time: 1 Hour

Max Marks: 20

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**A. Attempt any two questions.**

**(5×2 = 2.5)**

- (1) Define the term "event" and provide two examples of events.
- (2) Explain how events contribute to building relationships with customers and stakeholders.
- (3) Develop a checklist of essential tasks for pre-event planning.
- (4) List the 5C's of event management and provide a brief explanation of each.
- (5) Compare and contrast corporate events and social events, highlighting their key differences.

**B. Attempt any two questions.**

**(5×5 = 2.5)**

- (1) Identify and list the key components of the organizational structure in an event management company.
- (2) Compare and contrast the responsibilities of an event manager and an event coordinator. Highlight the specific skills and attributes needed for each role.
- (3) Develop a checklist for account planners to ensure smooth communication and coordination with clients, vendors, and other stakeholders during the planning and execution of an event.
- (4) Assess the impact of efficient business operations on the overall success and profitability of an event management company.
- (5) Given a scenario, recommend an appropriate organizational structure for an event management company based on the specific requirements of the event.