

**Bharati Vidyapeeth's**  
**Institute of Computer Applications and Management (BVICAM)**  
**A-4, Paschim Vihar, New Delhi-63**  
**FIRST SEMESTER [BA (JMC)] Internal Examination, December 2022**

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| <b>Paper Code: BA (JMC) 305</b> | <b>Subject: EVENT MANAGEMENT</b> |
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**Time: 2 Hours****Maximum Marks: 45**

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| <b>Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.</b> |
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|-----------------|---|---------------|
| 1.              | Answer all the following questions briefly: -   | 1.5 × 10 = 15 |
|                 | (a) Explain the term GALA   | CO1           |
|                 | (b) Define publicity in the context of event management?  | CO2           |
|                 | (c) Describe the need of event management.  | CO2           |
|                 | (d) Explain primary responsibilities and essential qualities of an effective event manager?                                 | CO2           |
|                 | (e) Define role does social media play in your event promotion strategy?  | CO2           |
|                 | (f) List the key factors do you consider when selecting a venue for an event?   | CO1           |
|                 | (g) Dsicuss the role of Monitoring in an event?   | CO2           |
|                 | (h) List some of the notable challenges often encountered by liaison officers in the execution of their duties?             | CO3           |
|                 | (i) Checklist contribute to the smooth execution and organization of events, and what aspects does it typically cover?      | CO1           |
|                 | (j) "Great events are not just organized; they are curated, crafted, and brought to life with passion and purpose." Comment | CO2           |
| <b>UNIT - I</b> |   |               |
| 2.              | (a) Can you share examples of challenges you've faced in event management and how you successfully overcome them?           | 5 CO1         |

|                  |     |   |   |     |
|------------------|-----|---|---|-----|
|                  | (b) | “Media management is very important for an event management firm”. Elaborate on the statement   | 5 | CO1 |
|                  | (c) | Discuss the key performance indicators (KPIs) do you use to measure the effectiveness of an event?  | 5 | CO2 |
| 3.               | (a) | Discuss steps do you take to ensure that your media management strategies remain current and effective in the dynamic landscape of media and communication? | 5 | CO2 |
|                  | (b) | In what ways does a well-managed budget contribute to the overall success and sustainability of events organized by your team?                              | 5 | CO2 |
|                  | (c) | State the criteria or parameters do you consider when categorizing events, and how does this classification contribute to event planning and management?    | 5 | CO2 |
| <b>UNIT - II</b> |     |   |   |     |
| 4.               | (a) | You have been asked to organize seminar, Describe the steps to be undertaken to make it a success.  | 5 | CO5 |
|                  | (b) | Identify and explain the steps do you take to assess the success of an event, and how do you gather feedback for future improvements?                       | 5 | CO3 |
|                  | (c) | In your experience, what role does technology play in modern event management, and what tools do you find most useful?                                      | 5 | CO2 |
| 5.               | (a) | “Public Relations play a pivotal role in shaping and maintaining the public image of a celebrity”, comment and explain?                                     | 5 | CO3 |
|                  | (b) | Discuss as an event manager how you coordinate logistics such as transportation, setup, and teardown of event equipment?                                    | 5 | CO1 |
|                  | (c) | Construct a proposal letter for sponsorship of your event?  | 5 | CO3 |