

(Please write your Exam Roll No.)

Exam Roll No. 06 62140240

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER - 2012

Paper Code: BJMC 303

Subject: Event Management: Principles & Methods

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. Q. No. 1 is compulsory.

- Q1. Write short notes on any three of the following: (5x3=15)
- (a) Exhibitions and Trade Fairs -
 - (b) Activity Charts
 - (c) Cash Flow Management
 - (d) Risks & Controls -
 - (e) Logistics -
 - (f) 5 C's of Event Management
- Q2. What are events? Discuss various types of events classified on the basis of scale and magnitude. (15)
- Q3. (a) Sponsorship is more than altruism or charity. Explain. (7.5)
- (b) Enlist all the components of an event sponsorship programme. (7.5)
- Q4. What are the steps involved in organizing a three day media festival in your city. Explain the conceptualization, planning and design of the event. (15)
- Q5. Discuss the political, socio-cultural and environmental impact of Common Wealth Games 2010 on India. (15)
- Q6. Promotion is the key to the success of any consumer based event. Comment in the light of innovative marketing and promotional strategies adopted by the event management firms. (15)
- Q7. (a) Explain the role of Market Research in Event Management. (7.5)
- (b) What are the techniques of event evaluation? (7.5)
- Q8. How is crisis management a vital organ to organizing an International Sporting event? Discuss the process and the steps to be taken while handling crisis during an event. (15)
