

(Please write your Exam Roll No.)

Exam Roll No. 07621402411

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-303

Subject: Event Management

Time: 3 Hours

Maximum Marks:75

Note: Attempt any five questions.

Q1. Write short notes on any two of the following (7.5x2=15)

- (a) Sponsorship
- (b) Event Management
- (c) Exhibitions

Q2. Explain Event Management and its types also write its importance in present scenario. (15)

Q3. Explain Event Planning and its elements with suitable examples. (15)

Q4. Write need and scope of Human Resource Management with suitable example. (15)

Q5. Explain need of Impact Assessment of an event. Also write evaluation techniques. (15)

Q6. Define Market Research also explain consumer Research on events. (15)

Q7. Write short notes on any two of the following. (7.5x2=15)

- (a) Events as a marketing tool
- (b) Project Planning
- (c) Risk Management
- (d) Cash Flow Management
