Course Code:BA (JMC)305   Course Name:Event Management

ASSIGNMENT

(Based on Unit 3)

Q 1: Prepare a comprehensive event proposal for organizing a Music Concert in Mumbai or Marathon in the capital, detailing the necessary licenses, permissions, and regulatory compliances required to successfully host the event.**(BTL:6,CO 2)**

Q 2: Discuss the legal considerations that event managers must address when organizing events involving celebrities or high-profile guests.and Identify potential legal issues and suggest preventive measures for a celebrity meet-and-greet event in Delhi.**(BTL:4,CO1)**

Q 3: Create a detailed budget plan for a two-day education seminar, including venue costs, speaker fees, and promotional expenses.**(BTL:6,CO 2)**

Q4: Design a media promotion plan for upcoming Bollywood film premiere event, incorporating social media, email marketing, and influencer partnerships. and Develop a media coordination strategy for a upcoming Bollywood film premier, ensuring optimal coverage across television, print, and online platforms.**(BTL:6,CO 2)**

Q 5: Discuss the key elements of risk management in event planning and why it is crucial for event success. and Create an insurance checklist for a food festival, covering aspects such as public liability, weather-related risks, and vendor insurance.

(BTL:5,CO 2)