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INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

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Course Code: BA (JMC)305

Course Name: Event Management

ASSIGNMENT

(Based on Unit 4)

Q 1: Analyze the importance of impact assessment in event management and develop a practical framework for evaluating the success of a large-scale public event.

{Example of a recent government-organized public event in India, such as the "Har Ghar Tiranga" campaign during Independence Day 2022, describe how you would apply various impact assessment techniques (e.g., surveys, feedback forms, social media analysis) to measure the event's success in terms of public engagement, reach, and overall impact.} **(BTL : 4, CO 2)**

Q 2: Identify and evaluate three emerging trends in event management post-2020, and propose how an event management company can integrate these trends into their service offerings. **(BTL : 5, CO 3)**

Q 3: Discuss the role of monitoring and controlling in ensuring the smooth execution of an event. Design a monitoring plan for a mid-sized cultural festival that includes real-time tracking tools and contingency planning. **(BTL : 6, CO 4)**

Q 4: Investigate the shift towards sustainability in event management and propose a plan for organizing an eco-friendly corporate conference. **(BTL : 6, CO 4)**

Q 5: Critically assess the role of social media analytics in evaluating the impact of events. Design a practical approach to measure the success of a recent online or hybrid event through social media metrics. **(BTL : 5, CO 3)**