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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 1 and 2)

Q1: Develop a proposal for organizing three different types of events – a music festival, a corporate conference, and a sports event. For each event, define the key objectives, target audience, and unique elements required to meet the specific needs of that audience. **(BTL:6, CO2)**

Q2: Design a marketing strategy for a brand seeking to leverage a high-profile event like the "Cannes Film Festival" to enhance its global visibility. Include specific tactics for using the event as a communication platform to reach targeted audiences and achieve marketing objectives. **(BTL:6, CO2)**

Q3: Critically evaluate the 5C's of event management (Concept, Coordination, Control, Culmination, Closeout) by applying them to a virtual event or hybrid event that took place during the COVID-19 pandemic. **(BTL:5, CO2)**

Q4: Describe the roles and responsibilities of key personnel in event management, using an example of a large-scale event such as the Met Gala. How do these roles interact to ensure the event's success? **(BTL :4,CO1)**

Q5: Create a detailed business plan for launching a new event management company focused on organizing a large-scale cultural festival in 2024. Include the proposed organizational structure, define the roles and responsibilities of team members, and outline the key business operations necessary for the successful execution of the festival. **(BTL:6,CO2)**

Q6: Evaluate the effectiveness of recent large-scale social events in India as Communication platforms. Example the International Yoga Day celebrations in recent years. **(BTL:5,CO2)**