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Subject Code – BAJMC-305

Subject Name – Event Management

**Quiz-I**

Q1 What is an event?

- A) A random occurrence
- B) An organized activity or function
- C) A personal experience
- D) A spontaneous gathering

Q2 Which of the following is not a type of event?

- A) Corporate Event
- B) Personal Event
- C) Spontaneous Event
- D) Sports Event

Q3 Which event is characterized by high media coverage and large audiences?

- A) Private Event
- B) Public Event
- C) Mega Event
- D) Local Event

Q4 Which of the following is a type of personal event?

- A) Product Launch
- B) Wedding
- C) Trade Show
- D) Seminar

Q5 Which of the following events is typically organized for business purposes?

- A) Wedding
- B) Festival
- C) Conference
- D) Concert

Q6 What role does an event play in communication?

- A) Distraction
- B) Marketing tool
- C) A form of personal entertainment
- D) None of the above

Q7 How can events be used in marketing?

- A) To entertain people
- B) To promote products and services
- C) To plan future events
- D) To generate social media content

Q8 Which element is crucial for an event to be considered a communication tool?

- A) Creativity
- B) Audience engagement
- C) Duration
- D) Location

Q9 What is event management?

- A) Planning spontaneous gatherings
- B) The process of designing and producing events
- C) Random organization of events
- D) Managing daily tasks

Q10 Which of the following is not an element of event management?

- A) Conceptualization
- B) Coordination
- C) Cooking
- D) Control

Q11 The '5C's' of Event Management do not include:

- A) Concept
- B) Coordination
- C) Creativity
- D) Cooking

Q12 What does the 'Client' in the 5C's of Event Management refer to?

- A) The event manager
- B) The attendees
- C) The sponsor
- D) The customer

Q13 Which 'C' in the 5C's involves risk assessment and mitigation?

- A) Concept
- B) Coordination
- C) Control
- D) Communication

Q14 Which aspect is primarily involved in the 'Coordination' phase of the 5C's?

- A) Marketing
- B) Budgeting
- C) Scheduling
- D) Evaluation

Q15 What is critical for the 'Control' element in the 5C's of Event Management?

- A) Marketing
- B) Monitoring and feedback
- C) Venue selection
- D) Guest list

## **Unit II: Event Management Organisation**

Q1 What is the typical structure of an Event Management company?

- A) Flat hierarchy
- B) Matrix structure
- C) Line and staff organization
- D) Network structure

Q2 Which role in an event management company is primarily responsible for client interaction?

- A) Event Planner
- B) Account Manager
- C) Logistic Manager
- D) Financial Planner

Q3 Who ensures the event runs smoothly by overseeing all activities?

- A) Event Planner
- B) Event Coordinator
- C) Account Manager
- D) Sponsorship Manager

Q4 Which personnel is responsible for managing the finances of an event?

- A) Marketing Executive
- B) Event Coordinator
- C) Financial Planner
- D) Logistics Manager

Q5 Who is typically in charge of event promotions and media coordination?

- A) Financial Planner
- B) PR Manager
- C) Logistic Manager
- D) Sponsorship Manager

Q6 What is the primary responsibility of an Account Planner in an event management company?

- A) Managing logistics
- B) Budgeting and financial planning
- C) Client liaison
- D) Marketing and promotions

Q7 Which role involves negotiation and relationship management with stakeholders?

- A) Event Coordinator
- B) Account Manager
- C) Sponsorship Manager
- D) Logistic Manager

Q8 Business operations in event management do not include:

- A) Strategic planning
- B) Venue selection
- C) Personal shopping
- D) Financial management

Q9 Which aspect of business operations focuses on income and expenditure management?

- A) Marketing
- B) Accounting
- C) Logistics
- D) Coordination

Q10 Which function involves organizing resources and materials needed for an event?

- A) Accounting
- B) Marketing
- C) Logistics
- D) Sponsorship

Q11 Liaisoning typically involves interaction with:

- A) Clients and vendors
- B) Event attendees
- C) Marketing agencies
- D) Media personnel

Q12 Which of the following is a key aspect of event business operations?  
A) Creativity            B) Coordination  
C) Budgeting            D) Entertainment

Q13 Who is responsible for ensuring legal compliances and permits for events?  
A) Financial Planner  
B) Logistic Manager  
C) Legal Advisor  
D) PR Manager

Q14 A key responsibility of event management personnel is:  
A) Designing promotional materials  
B) B) Ensuring guest satisfaction  
C) Preparing meals  
D) Cleaning venues

Q15 Event management personnel responsible for on-site setup and breakdown are:  
A) Event Coordinators  
B) Logistics Managers  
C) Account Planners  
D) PR Managers

### **Unit III: Event Management Process**

Q1 Which document outlines the details and requirements of an event?  
A) Event Proposal  
B) Financial Report  
C) Risk Assessment  
D) Marketing Plan

Q 2 What must be secured before an event can legally take place?  
A) Budget approval  
B) Licenses and permissions  
C) Sponsorship  
D) Media coverage

Q3 Event budget planning involves:  
A) Hiring staff  
B) Securing permits  
C) Estimating costs  
D) Designing invitations

Q4 Revenue generation methods for events do not include:  
A) Ticket sales    B) Sponsorships  
C) Donations      D) Event proposals

Q5 What is a common tool used for event promotion?  
A) Social media    B) Legal contracts  
C) Venue maps    D) Budget reports

Q6 Which media coordination tool is often used to reach a wide audience?  
A) Email campaigns  
B) Flyers  
C) TV commercials  
D) Direct mail

Q7 What is risk management in event planning?  
A) Evaluating event success  
B) Managing event finances  
C) Identifying and mitigating potential hazards  
D) Promoting the event

Q8 Why is event insurance important?  
A) To cover advertising costs  
B) To mitigate financial loss from unforeseen events  
C) To increase ticket sales  
D) To enhance event aesthetics

Q9 Which type of event requires the most rigorous risk management plan?  
A) Private party  
B) Mega event  
C) Community fair  
D) Corporate meeting

Q10 Which document is critical for securing event permissions?  
A) Event Proposal  
B) Budget Plan  
C) Risk Assessment  
D) Legal Contract

Q11 What is a common revenue generation method for charity events?  
A) Sponsorships    B) Product sales  
C) Ticket sales      D) Donations

Q12 Which promotional tool is most effective for a local community event?  
A) National TV commercials  
B) Social media groups  
C) Radio ads  
D) International press releases

Q13 Which method helps in identifying potential risks in event management?

- A) Audience surveys
- B) Risk assessment
- C) Market research
- D) Financial forecasting

Q14 Covering cost in event budgeting involves:

- A) Estimating expenses
- B) Generating revenue
- C) Both A and B
- D) Neither A nor B

Q 15 An essential part of event proposal planning is:

- A) Social media marketing
- B) Obtaining licenses and permissions
- C) Entertainment scheduling
- D) Audience engagement