

Bharati Vidyapeeth's
Institute of Computer Applications and Management
A-4, Paschim Vihar, New Delhi-63
Model Question Paper - I [BAJMC - 5 Sem.]

Paper Code: BAJMC-305	Subject: Event Management
Time: 3 Hours	Maximum Marks: 75
Note: Attempt five questions in all. Question no. 1 is compulsory and attempt one question from each unit.	

1. Answer the following questions, briefly:- (2.5×10 = 25)
- (a) Highlight the role of etiquettes in managing interpersonal relations.
 - (b) List the various types of corporate events and explain each in detail.
 - (c) "India is an emerging destination." Explain.
 - (d) Write a short note on 'Team management'
 - (e) State any 2 reasons as to why event management is needed?
 - (f) State the qualities of Event Manager
 - (g) Define event management
 - (h) What are the essentials of good event record keeping system?
 - (i) List the benefits sports event
 - (j) State the principles of holding event.

UNIT - I

2. (a) List three key components that should be included in an event proposal. (6)
- (b) Describe the role of a budget in event management. Why is budgeting crucial for successful events? (6.5)
3. (a) Identify and briefly explain two types of events commonly organized in the corporate sector. (6)
- (b) What are the primary responsibilities of an event planner in terms of vendor coordination? Provide examples. (6.5)

UNIT - II

4. (a) state the permissions required to be taken for holding an event. (6)
- (b) Define Budget? Briefly explain the key factors to be considered while conducting an event (6.5)
5. (a) Explain in detail the roles and responsibilities of event manager for conducting an event. (6)
- (b) Why is it necessary for an event manager to prepare budget? (6.5)

UNIT - III

6. (a) Define corporate events. Explain types of corporate events (6)
- (b) Safety and Security should be the event mangers top most priority. Explain in (6.5)

detail.

7. (a) Briefly explain the basic elements to be defined in the budgeting of corporate events (6)
- (b) Explain the importance and scope of budgeting in corporate events. (6.5)

UNIT - IV

8. (a) Discuss the integration of virtual elements in hybrid events. How can virtual components enhance the overall event experience? (6)
- (b) Present an innovative event concept for a product launch, incorporating creative themes and experiential marketing strategies. (6.5)
9. (a) Explain the importance of post-event evaluations in event management. What key metrics would you analyze to determine the success of an event? (6)
- (b) Develop a crisis management plan for an outdoor music festival. Identify potential risks and outline steps to address them. (6.5)