

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Event Management
Programme: BBA MM
Maximum Marks -100

Semester: III
Course Code BBA CG144
Time: 03 hrs.

Instructions: Answer all questions

SECTION A
(2X10=20 marks)


S. No.		Marks	CO
Q 1	What is meant by Impact Analysis ?	2	CO2
Q 2	Define end to end tours?	2	CO3
Q3	What are environment impacts to be followed while conducting an event?	2	CO1
Q4	What is web technology ?	2	CO1
Q5	What is Event Planning?	2	CO1
Q6	What is Internal Communications ?	2	CO2
Q7	Define Clients?	2	CO1
Q8	What is Budget & Controls?	2	CO3
Q9	Explain balancing Impacts	2	CO4
Q10	Explain fundraising goals ?	2	CO2

SECTION B
Answer all questions (5x4=20)

Q 1	What is Marketing Mix?	5	CO2
Q2	Write in detail about Conference?	5	CO1
Q3	Write in detail about about the steps to be followed in an event?	5	CO2
Q4	Write in detail about the constraints of any Event	4	CO2

SECTION-C
Answer any Two questions (2x15=30)

Q 1	Explain in detail about types of Events?	15	CO3
Q2	Discuss about logistics used at the event?	15	CO4
Q3	Give an account safety & security measures in an event?	15	CO5

SECTION D			
	Please Study the following and answer the Two questions (2x15=30)		
	<i>A sports marketing Company plans to Organise an event to create interest for Hockey and launch a Sports Shoe at the event .</i>		
Q1	<i>Please plan a suitable Event Plan to launch the Sports Shoe and steps followed so The Launch is a Big Success.</i>	15	CO4
Q2	<i>The Following needs to be achieved a) Proper Site b) Sponsors c) Team selection d) Public Relations</i>	15	CO3
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**End Semester Examination, December 2018****Course: Event Management****Programme: BBA MM****Course Code –BBACG 144****Semester III****Maximum Marks 100****Time -3 hours****Instructions:****SECTION A**

S. No.		Marks	CO
Qs 1	Define an Event ?	2	CO2
2	Please list out any Top two National Events ?	2	CO3
3	Define Exhibition?	2	CO1
4	Give Two examples of an Outdoor Event	2	CO1
5)	How Space Management is Important in an event ?	2	CO1
6)	List out a few ways to raise fund for any event ?	2	CO2
7)	Why media handling important for an event ?	2	CO1
8)	List out certain safety measures important for an event ?	2	CO3
9)	What is the Importance of Venue in Event Management ?	2	CO4
10)	Why do you mean by Conventions?	2	CO2

SECTION B*Attempt all questions (Approx 150 words)***(20 Marks 5 Marks each)**

Qs1)	Q1) Discuss the latest trends in Promotion of events	5	CO2
2)	Explain the Concept of Event Management	5	CO1
3)	Budget Checklist explain in detail.	5	CO2
4)	The Use of Web technology in Event planning & promotion	4	CO2

SECTION-C**(3x10 marks each = 30)***Attempt all questions(Approx 250 words)*

Qs 5)	Write in detail about Incentives ?	10	CO3
6)	Discuss the various Logistics used in events?	10	CO4
7)	Dicsuss the Government's use of Events as part of economic develop strategy with a few examples.	10	CO5

SECTION-D

Attempt all questions (Approx 250 words)

Please the study the following and answer the questions

Qs	<i>Mismanagement of finances can lead to unforeseen Operational risks such as Safety, Crowd control and Legal problems.</i>		
1)	<i>Discuss if you agree if the above is true or false and justify your answer by giving examples and relating them to event.</i>	15	CO4
2)	<i>Event evaluation is a process of critically observing, monitoring and measuring the successful implementation of event in order to assess its outcome accurately. Evaluation is a continuous process that takes place throughout the life of the event. However it has three key phases. Discuss the three key phases when an event should be Evaluated and give examples .</i>	15	CO3