

**576488(76)**

APR-MAY

**M. B. A. (Fourth Semester) Examination, 2020**

**(New Scheme)**

**(Management Branch)**

**(Specialization : Applied Electives Theory)**

**EVENTS MANAGEMENT (New)**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : Part (a) of each question is compulsory. Attempt any **one** question from part (b) and (c). Part (a) is of 6 marks each and part (b) and (c) are of 10 marks each.***

**Unit-I**

1. (a) Define Event. What are their characteristics?
- (b) Discuss the diverse marketing needs addressed by events with examples.

- (c) Explain the various types of events with suitable examples.

### **Unit-II**

2. (a) What is event designing? Explain its components.  
(b) Planning and organization is the key element that determines the success of an event. Discuss.  
(c) What is Event Management Information System? Discuss its importance in today's era.

### **Unit-III**

3. (a) What is Feasibility Study? Why is it important for event managers to conduct feasibility study before organizing an event?  
(b) Explain the process of strategic market planning in detail.  
(c) How do you arrange a charitable event?

### **Unit-IV**

4. (a) Why excellent communication skills are essential for event managers?

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- (b) Define Public Relations. Explain its nature and highlight its benefits.
- (c) "Event Management is a people business." Discuss.

### **Unit-V**

5. (a) What do you mean by promotion of events? Explain some promotional strategies used by event management companies.
- (b) What are the different media used for the promotion of an event? List two advantages and two disadvantages of each types of media.
- (c) What do you mean by event sponsorship? Why companies do sponsor events?