

S.No. : 475

BJMC 3602

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

**PAPER ID : 37445**

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**B. A. (J. & M. C.) Examination 2021-22**

**(Even Semester)**

**EVENT MANAGEMENT PRINCIPAL AND  
METHODS**

*Time : Three Hours]*

*[Maximum Marks : 60*

**Note :-** Attempt all questions.

**SECTION – A**

1. Attempt all parts of the following :  $8 \times 1 = 8$
- Define event management in your own words.
  - What do you understand by the term 'grants'?
  - Write down the names of two famous event companies in India.
  - Write down the name of two bollywood movies based on events.

***[ P. T. O.***

- (e) Describe the four broad categories of events with examples.
- (f) Define :
  - (i) Golf events
  - (ii) Networking events
- (g) Explain the term 'Promotion co-ordinator' and 'Hospitality co-ordinator.'
- (h) Write the full form of EMIS.

### **SECTION – B**

2. Attempt any two parts of the following :  $6 \times 2 = 12$
- (a) Explain six reasons behind attending trade shows and exhibitions.
  - (b) Describe the steps involved in the project planning and management process.
  - (c) Draw the strategic planning structure.
  - (d) Briefly explain the terms 'Real time event decision making' and 'Aggregated spend analysis' in your own words.

**SECTION – C**

**Note:-** Attempt any two parts of the following. Each part carry equal marks. 8.5 = 40

3. (a) Write five reasons behind strategic planning and business planning.
- (b) Describe the 5cs of event planning with examples.
- (c) Describe event revenue management in short.
4. (a) Define financial control. Explain the implementation strategies of financial control.
- (b) Briefly explain the objectives of event with examples.
- (c) Describe marketing communication mix in detail.
5. (a) Explain the following :
  - (i) Cost benefit evaluation
  - (ii) Cost benefit method
- (b) What is merchandising? Describe atleast three types of promotional products used in an event.

**[ P. T. O. ]**

- (c) Explain the four stages of fund raising in short.
- 6. (a) What is the role of HR in event and conference planning? Describe each process in detail.
- (b) Explain five important HR policies needed in a workplace.
- (c) Draw the event life cycle mentioning all the details in a detailed manner.

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