

Code No. : 10826 E Sub. Code : ESBA 11/ ESSL 11/ESAM 11

B.B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Business Administration/Shipping and Logistics Management/Aviation Management – Skill Enhancement Course

BASIC OF EVENT MANAGEMENT

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. An event can be described as \_\_\_\_\_
  - (a) A public assembly for the purpose of celebration, education, marketing or reunion
  - (b) A Movie making
  - (c) A Video editing
  - (d) Attending a large gathering

6. The most important information a meeting planner can determine prior to an event is:

- (a) Past events held by the group
- (b) Expected attendance
- (c) The budget
- (d) Group demographics

7. Full form of VR and AR is

- (a) Visual Reality, Augmented Reality
- (b) Virtual Reality, Augmented reality
- (c) Visible reality, Aerial Reality
- (d) None of these

8. Event marketing is

- (a) A good                      (b) Tangible
- (c) A service                (d) A product

9. Breakeven point means

- (a) Total revenues equal the total expenses
- (b) Revenue is more than cost
- (c) Revenue less than cost
- (d) None of these

2. Events can be classified on the basis of their \_\_\_\_\_

- (a) Size, Type and Context
- (b) Location
- (c) Budget
- (d) Chief Guest

3. \_\_\_\_\_ is the second stage in the event planning process.

- (a) Planning                      (b) Research
- (c) Design                        (d) Evaluation

4. The first area of expertise before becoming a special event consultant is

- (a) Food and Beverage
- (b) Catering sales
- (c) Convention Services Manager
- (d) Marketing sales

5. Which of the following is the most popular type of event site used?

- (a) Hotel/resort                (b) Convention center
- (c) Banquet hall                (d) Club

10. What does Gantt Chart illustrates?

- (a) Project schedule        (b) Media plan
- (c) List of volunteers        (d) List of vendors

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b). Answer should not exceed 250 words.

11. (a) What are the objectives of event management?

Or

- (b) Explain the definition of event management.

12. (a) What are the phases of event management?

Or

- (b) Explain Event leadership styles.

13. (a) Explain promotional tools.

Or

- (b) Explain things to noted on the event day.

14. (a) Explain the price in event management.

Or

- (b) Explain place in event management.

15. (a) What are the important items to be considered in budget?

Or

(b) Explain sponsorship.

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b)  
Answer should not exceed 600 words.

16. (a) What are the types of event management?

Or

(b) What are the classification of event management?

17. (a) Explain performance elements of implementation and execution phases of the event.

Or

(b) What are the issues in implementation of event plan?

18. (a) Explain SWOT analysis.

Or

(b) How to plan greening your event?

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19. (a) What are the other P's to be added in the event management?

Or

(b) Explain AIDA in event management.

20. (a) List out the constructing Factors in Event Budgeting.

Or

(b) Explain the concept of Return On Investment (ROI).

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