

1069

Certificate Course (Add-on)

Event Management

Paper –I: Fundamentals of Event Management

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) Define Event Management?
- b) Discuss the role of human resource in event management.
- c) Discuss the concept of customers' relations.
- d) What is brand building?
- e) Define hospitality management?
- f) Define term 'Team Building'?
- g) What do you mean by term personality?
- h) Define the role of a leader in event management? (5x3)

- II. Define event management? Discuss the role of event manager in mega event. (15)
- III. Discuss various types of event in detail. (15)
- IV. What are the qualities of good event manager in modern world? (15)
- V. Discuss the role and importance of human resource in event management. (15)
- VI. Define market process and draft a marketing plan with suitable examples for any event. (15)
- VII. What are the various interview techniques for event manager? (15)
- VIII. What is event proposal? How you manage an educational event in your institution? (15)

x-x-x