

1069

Certificate Course (Add-on)

Event Management

Paper – II: Various Type of Events and their 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) How to plan an educational conference?
 - b) What are the main issues of event organizers?
 - c) How to analyse the client requirements for a particular event?
 - d) Importance of planning in event management.
 - e) How to select the event categories?
 - f) Name the media options for a cultural test organizer.
 - g) Mention the popular exposition/trade shows organized in Chandigarh in 2018.
 - h) How to target the famous clients? (5x3)
- II. "Organization is important in event planning". Discuss the statement with tips for better organization. (15)
- III. What are the important factors to be considered for selecting an event location? (15)
- IV. Develop a promotional strategy for an international level sports event to be organized in Chandigarh. (15)
- V. Design a cultural event of your choice. How would you market the same? (15)
- VI. Explain the various factors to be considered while organising a political event. (15)
- VII. Your organization wants to organize an event for social cause. Discuss the different steps for planning this event. (15)
- VIII. "Event management and Media are related to each other". Explain. (15)

x-x-x