

1068
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. I which is compulsory.

x-x-x

- I. Attempt any five of the following:-
- a) What do you mean by routine events?
 - b) What do you mean by event coordination?
 - c) What do you mean by strategic planning of events?
 - d) What do you mean by grooming? What is its significance?
 - e) What do you mean by brand building? What is its significance?
 - f) What are the different approaches to event promotion?
 - g) What do you mean by effective speaking?
 - h) What do you mean by body language? (5x3)
- II. What do you mean by event management? Examine the various operative functions involved in event management. (15)
- III. What do you mean by human resources? Examine the role and significance of human resources in event management. (15)
- IV. What do you mean by team building? What are the specific issues and considerations in effective team building? (15)
- V. What do you mean by personality development? Explain the major challenges in personality development. (15)
- VI. What do you mean by presentation skills? Examine the specific presentation skills needed in event management. (15)
- VII. What are the different types of events? Examine the salient features of different types of events. (15)
- VIII. What do you mean by customer relations? What is their significance? How would you manage customer relations? (15)

x-x-x