

1056
Certificate (Add-on Course)
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 (Unit-I) which is compulsory and selecting four questions from Unit-II.

Unit-I

I. Attempt any five of the following:

- a) Define Event Management.
- b) Importance of body language.
- c) Discuss different forms of event.
- d) Define event marketing.
- e) Discuss the importance of personality development.
- f) What is scheduling of event?
- g) Define Event Planning.
- h) Importance of Leader in event management. (5x3)

Unit-II

- II. Discuss the role of event manager in modern days with examples. (15)
- III. Discuss the qualities of a good event manager. (15)
- IV. What is human resource management? Discuss its importance of Tourism industry. (15)
- V. Define Teamwork. Discuss its importance in organizing an event. (15)
- VI. Discuss the basic principles and functions of event management. (15)
- VII. You want to organize a marriage party of some NRI. Discuss the different steps in planning of such event. (15)
- VIII. Discuss the importance of motivation and morale in organizing event. (15)

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