

(i) Printed Pages : 4

Roll No. ....

(ii) Questions : 8

Sub. Code : 

4	1	4	1
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Exam. Code : 

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**Certificate Course (Add on Course)**

**1046**

**EVENT MANAGEMENT (In all Mediums)**

**Paper : II : Various Types of Events and Their Management**

**Time Allowed : Three Hours]**

**[Maximum Marks : 75**

**Note :-** Attempt any **five** short notes from Section A each carries 3 marks. Attempt any 4 questions from Section B each carries 15 marks.

**SECTION-A**

I. Attempt any *five* short notes on the following :

- (a) Trade show
- (b) Define event planning
- (c) Define event
- (d) Types of media
- (e) Media campaign
- (f) Political events
- (g) Target of client
- (h) Types of events.

**SECTION-B**

- II. You want to organise a sports event of your College. Explain the different factors to be considered while planning it.
- III. Discuss the different organisation techniques to be used for event planning. Give important tips for better organisation.

- IV. Discuss the importance of knowing clients needs before planning any event with examples.
- V. Discuss the importance of location in organising any event.
- VI. Discuss the importance of media and media campaign in the success of event.
- VII. Discuss the promotional strategy to be used for success of any event.
- VIII. You are given an assignment to organise political rally in your district. Discuss the steps to be taken in organising such an event.

(हिन्दी माध्यम)

**Note :-** Attempt any **five** short notes from Section A each carries 3 marks. Attempt any 4 questions from Section B each carries 15 marks.

**भाग-क**

- I. किन्हीं पाँच पर संक्षिप्त नोट लिखो :
  - (क) व्यापार प्रदर्शन
  - (ख) घटना के आयोजन को परिभाषित करो।
  - (ग) घटना को परिभाषित करो।
  - (घ) मीडिया की किस्में
  - (ङ) मिडिया अभियान
  - (च) राजनीतिक घटनाएँ
  - (छ) ग्राहक के लक्ष्य
  - (ज) घटनाओं की किस्में।

**भाग-ख**

- II. आप अपने कालेज की खेल घटनाओं को आयोजित कराना चाहते हो। इसका आयोजन करते समय विचारे जाने वाल विभिन्न तथ्यों की व्याख्या करो।