(i) Printed Pages : 7   Roll No. ....

(ii) Questions : 15   **Sub. Code :** | 4 | 2 | 7 | 2 |

Exam. Code : | 0 | 5 | 9 | 7 |

Diploma Course (Add On Course)

1046

EVENT MANAGEMENT

Paper–II : Managing Event Business (In all Mediums)

Time Allowed : Three Hours]   **[Maximum Marks : 75**

Note :–   (i)   Attempt any **five** questions from Unit I. Each question in Unit I carries **3** marks.

       (ii)   Attempt any **four** questions from Unit II. Each question in Unit II carries **15** marks.

UNIT—I

1. Enumerate the tips for better event management.

2. What role do computers and Internet play in successful event organization ?

3. What do you mean by event sponsorships ?

4. Explain customer care with reference to event management.

5. What is the role of sound and light in events ?

6. Why is it essential to have a separate event management team ?

7. What are special events ?

8. Explain time management with reference to managing events.

UNIT—II

9. What factors have to be kept in mind while selecting speakers for an event ?

10. What is the role of entertainment in an event ? How can the organizers ensure adequate entertainment for the audience ?

11. Write a detailed note on the event management scenario in India.

12. What role do decorations play in the success of an event ? Elaborate highlighting the importance of decorations.

13. What is hospitality ? Why is it an integral part of event management ?

14. Elaborate the various tips for successful catering in an event.

15. "An event will not be succcessful unless it is appropriately and widely communicated". Discuss the statement in light of importance of presentations and event communications.

(हिन्दी माध्यम)

Note :— (i) Attempt any **five** questions from Unit I. Each question in Unit I carries **3** marks.

(ii) Attempt any **four** questions from Unit II. Each question in Unit II carries **15** marks.

यूनिट–I

1. बेहतर घटना प्रबंधन के लिये सुझावों की व्याख्या करो।

2. सफल घटना आयोजन में कंप्यूटर और इंटरनेट क्या भूमिका निभाते हैं ?

3. आप घटना के प्रवर्तकताओं से क्या समझते हो ?