

2064
Certificate Course (Add-on)
Event Management
Paper – I: Fundamentals of Events 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 are different types of events?
 - b) Define the role of an event manager.
 - c) What is the relevance of a 'team' in event management?
 - d) What are different tools of positive motivation?
 - e) How scheduling of an event is done?
 - f) Define the term communication.
 - g) What is branding?
 - h) Define the role of communication in event management. (5x3)
- II. What do you mean by event management? Discuss its features, relevance and limitations in detail. (15)
- III. Discuss in detail the role of human resource in event management. (15)
- IV. What do you mean by communication? Discuss the different forms of communication. What are the prerequisites of an effective communication? (15)
- V. Discuss the concept of Marketing mix in detail. (15)
- VI. What is a brand? How a brand is build? Discuss the role of branding in event management. (15)
- VII. 'Hospitality and customer satisfaction determines the quality and effectiveness of event management.' Enlighten the statement. (15)
- VIII. Who is an event manger? What are the qualities of an effective event manger? Explain the role of an event manger. (15)

x-x-x