

NOTE: Attempt five questions in all, including Question No. I which is compulsory.

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- I. Attempt any five of the following:-
- Explain Political Events.
 - Define Event Management.
 - Differentiate between Organization and Management of Events.
 - Explain the term "Event Organizers".
 - Write the steps taken for effectively planning any type of event.
 - What are the various types of events?
 - Give any three major factors affecting the media campaign in India.
 - Discuss the various steps for selecting the perfect location. (5×3)
- II. Explain the importance of organization in event planning. What are the components of organization and accomplishment of events? (15)
- III. What are the various types of events and their management? (15)
- IV. Explain the various methods for effective organization of events. (15)
- V. How do you understand the client needs and plan correctly for the right type of event? (15)
- VI. How do you set up the Plant layout and location? What are the equipments required? What are the steps for selecting the perfect location? (15)
- VII. Explain the term "Event Planning". Discuss the process of selecting event categories. (15)
- VIII. Discuss about Event Management and media. What are the steps of the media campaign? (15)

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