

2072  
Advanced Diploma Course (Add-on)  
Event Management  
Paper - II (CEM-106): Best Practices in Event 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:-
- What is an event?
  - What are virtual events?
  - Explain the characteristics of an event.
  - Write a short note on post event responsibilities.
  - Difference between event manager and business manager.
  - State any three components of media planning.
  - State the objectives of corporate events.
  - What is event budget? (5x3)
- II. List the different ways of segmenting target markets and give the example how these can be applied to a handicraft exhibition? (15)
- III. List the various types of corporate events and explain each in detail. (15)
- IV. Explain the different steps of event planning process in detail. (15)
- V. What is need of sponsorship? What are the different types of sponsors for organizing an event? (15)
- VI. What are the key factors to be considered while preparing event budget? (15)
- VII. What skill set is needed to make a career in event management? Name some of the prominent event management companies in India. (15)
- VIII. Branding of product is core concept of an event industry. Explain. (15)

x-x-x