

2072

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 is the meaning of event?
  - b) What is the meaning of event coordination?
  - c) 7P's of Event Marketing.
  - d) Write a short note on scheduling of an event?
  - e) Define the term Team Building.
  - f) What is the meaning of grooming?
  - g) Marketing Event Management.
  - h) Mention different approaches to event promotion. (5x3)
- II. Highlight the role and responsibilities of an event manager. (15)
- III. What are the basic functions of event management? Discuss the importance of event management in current scenario. (15)
- IV. Bring out the importance of event planning. State the steps involved in event planning. (15)
- V. Discuss the importance of human resources in event management. (15)
- VI. "Marketing of an event plays a key role in its success". Comment. (15)
- VII. Elaborate on the importance of public relations. What are the limitations of public relations? Explain. (15)
- VIII. Discuss the role and importance of Communication in an event. (15)

x-x-x