

2082
Certificate Course (Add-on)
Event Management
Paper – II: Organization and Management of Events

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) Why is it important to Organize the events?
- b) Name various methods for effective organization of events.
- c) How do you know about your client?
- d) Explain the working of event organizers.
- e) Explain the various principles of event management.
- f) Name the various steps followed for a media campaign.
- g) Name various types of events.
- h) Write a short note on "Event Planning."

(5x3)

II. What is the importance of organization in event planning? Explain the components of organization and accomplishment of events. (15)

III. Explain the various methods for effective organization of events in detail. (15)

IV. What should be done to plan correctly for the right type of event? (15)

V. Write the steps to be followed for selecting the perfect location in detail. (15)

VI. What is event management and the role of media in the same? (15)

VII. Explain the various types of events and their management in detail. (15)

VIII. Elucidate the role of promotion in marketing process. (15)

x-x-x