

Exam Code: 1262

Sub. Code: 8952

2072

Diploma Course (Add-on)

Event Management

Paper – II: Managing Event Business

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 Decoration management?
 - b) What is Digital event management?
 - c) Define the term communication?
 - d) Who is a leader?
 - e) Define entertainment planning
 - f) Define hospitality management
 - g) What is Time Management?
 - h) Write any five objectives of Event Management. (5x3)
- II. Discuss the different digital and communication skills in organizing an event. (15)
- III. Explain the importance of Decorations in successful event management business. (15)
- IV. Discuss the present scenario of event management business in India. (15)
- V. Elucidate the various themes in event with the help of suitable examples. How would you approach a client? (15)
- VI. Explain in detail the process of managing catering business in a marriage event with guests' capacity of 4000 people. (15)
- VII. "Hospitality is the key to successful in events". Discuss the Importance and also the relevance of customer care in the light of this statement. (15)
- VIII. How will you promote tourism in your state? Discuss with suitable examples. (15)

x-x-x