

(6 pages)

Reg. No. : .....

**Code No. : 21061 E      Sub. Code : FSBA 11/  
FSSL 11/FSAM 11**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2024.

First Semester

Business Administration/Shipping and Logistics  
Management/Aviation Management

Skill Enhancement Course – BASICS OF EVENT  
MANAGEMENT

(For those who joined in July 2024 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. An event can be described as \_\_\_\_\_
  - (a) A public assembly for the purpose of celebration, education, marketing or reunion
  - (b) A Movie making
  - (c) A Video editing
  - (d) Attending a large gathering

2. Event management is considered one of the strategic \_\_\_\_\_
  - (a) Entertainment sector
  - (b) Message deliver
  - (c) Marketing and communication tool
  - (d) Fun factor
3. \_\_\_\_\_ is the customer groups who form the focus of events.
  - (a) Institution
  - (b) Target audience
  - (c) Organization
  - (d) Community
4. Which department is responsible for the publicity of the event?
  - (a) Hospitality department
  - (b) Programme coordination department
  - (c) Promotion coordination department
  - (d) Equipment department
5. Who ensures that the team sticks to the budget of the event?
  - (a) Event Planner
  - (b) Event coordinator
  - (c) Event Assistant
  - (d) None of the above

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6. The information that event proposals should include
- (a) Description of the Event
  - (b) The proposed event budget
  - (c) Venue and facilities offered
  - (d) All of these
7. What does Gantt Chart illustrates?
- (a) Project schedule
  - (b) Media plan
  - (c) List of volunteers
  - (d) List of vendors
8. \_\_\_\_\_ protects event planners from a variety of mishaps in an event.
- (a) Event Planning
  - (b) Event Insurance
  - (c) Liasion Agreement
  - (d) Traffic management
9. Which of the following is not a type of event impacts
- (a) social impact
  - (b) economical impact
  - (c) physical impact
  - (d) environmental impact

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10. Which of these is not an event management company?
- (a) WOW events
  - (b) Avian We
  - (c) Wizcraft
  - (d) 360 degrees

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) What is event management?
- Or
- (b) What is organizing and staffing in respect to event management?
12. (a) What is relationship building? How it works?
- Or
- (b) What are the advantages of personal relationship?
13. (a) What are the issues involved in event planning?
- Or
- (b) What are the types of event proposals?

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14. (a) What are the components of an invitation?

Or

(b) Explain about social media management.

15. (a) Write a note on promotional activities for an event.

Or

(b) Explain the scope of event management.

PART C — (5 × 8 = 40 marks)

Answer ALL questions.

16. (a) What are the purpose of conducting events?

Or

(b) Explain the various types of events with example.

17. (a) Enumerate the tools for public relations.

Or

(b) What are the elements that need to be considered in developing a concept of event.

18. (a) How will you analyse the concept of an event?

Or

(b) Elaborate the process of event marketing.

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19. (a) Write a note on developing the theme.

Or

(b) Explain conducting rehearsals and providing services.

20. (a) Write a note on safety of guests and participants in corporate events.

Or

(b) Explain the role and responsibilities of event managers.

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