

(6 pages)

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**Sub. Code : RSBA 3 B/
BSBA 3 B**

**B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2012.**

Third Semester

Business Administration — Main

Skill Based Subject — EVENT MANAGEMENT

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. A schedule of the various jobs that have to be done to complete an event
 - (a) Work break down structure
 - (b) V. I. P
 - (c) Syndicate
 - (d) Workshop

2. The individual who manages an event on behalf of a client
 - (a) Pit
 - (b) Event co-ordinator
 - (c) Internal events
 - (d) Gig
3. Which one of the following is not normally a part of the an event specification?
 - (a) Event name
 - (b) Safety and security plan
 - (c) Event evaluation report
 - (d) Proposed attendee people
4. Ensuring that local community stake holders are supportive of the event is important because
 - (a) It helps the smooth running of the event
 - (b) It is a legal requirement
 - (c) It helps to attract local participants
 - (d) It discourages participants from outside of the community
5. A conference delegate is generally understood to be someone who
 - (a) Register to attend the conference
 - (b) Is a VIP at the conference
 - (c) Organizes the conference
 - (d) Is an exhibitor at the conference

6. The role of the destination marketing association international DMAI - is to
- (a) Organize conference on behalf of clients
 - (b) Register delegates for conferences world wide
 - (c) Represent city conference and marketing bureaux
 - (d) Reduce the number of international conferences held world wide
7. Delegate feedback about a conference allow organizers to do a better job
- (a) True
 - (b) False
 - (c) None of the above
 - (d) All the above
8. Delegate satisfaction surveys should seek information about
- (a) Conference presentations alone
 - (b) Conference presentations and catering
 - (c) Booking and registration alone
 - (d) All aspects of the conference experience

9. The ——— risks include disputes over contracts between the event organizer and sub-contractor
- (a) Financial risks
 - (b) Legal risks
 - (c) Natural disasters
 - (d) All the above
10. The following are the promotional Medias widely used
- (a) Radio (b) Television
 - (c) Internet (d) All the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the importance of event.
- Or
- (b) How will you market an event?
12. (a) Explain steps in event planning.
- Or
- (b) What are essential keys to success in event management?
13. (a) Explain the components of a proposal.
- Or
- (b) Explain role of an Event planner.

14. (a) Explain the aims of sponsorship.

Or

- (b) Explain the safety of the Event Audience.

15. (a) Explain the role of publicity in event planning.

Or

- (b) What is Team Management?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the role of event planner in approval meeting.

Or

- (b) What are the risks in Event management?

17. (a) Explain sponsor's wants in detail.

Or

- (b) Explain the Event design for a collectors meeting by chief minister.

18. (a) Explain the role of safety and security in event planning.

Or

- (b) Explain the role of an Event planner in approval meetings.

19. (a) Explain taxonomy of events in detail.

Or

- (b) Explain the concept and aim of sports sponsorship.

20. (a) What is role of customs, food and religious beliefs in event design?

Or

- (b) Explain the relationship of Event Planning and Event Management.
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