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DCAM403

Reg. No.

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IV Semester B.B.A.(AM) Degree Examination, June/July - 2025

BUSINESS ADMINISTRATION

Event Management

(NEP Scheme)

Paper - 4.3

Time : 2½ Hours

Maximum Marks : 60

**Instructions to Candidates:***Answers must be written in English only.***SECTION - A**

Answer any Five of the following questions. Each question carries Two marks.

(5×2=10)

1. a. What do you mean by an Event?
- b. What is an Event-check list?
- c. Mention the different corporate Events.
- d. Give the meaning of Brain Storming.
- e. What is Event Budgeting?
- f. Give the meaning of Event Reporting.
- g. What is PPL?

**SECTION - B**

Answer any Four of the following questions. Each question carries Five marks.

(4×5=20)

2. Explain the various types of Events.
3. What are the steps in planning an Event?
4. Briefly explain the steps of Blue print for corporate Event Management.
5. Explain the role of Media for conducting an Event.
6. What are the steps in public Relation writings?

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**SECTION - C**

**Answer any Two of the following questions. Each question carries Twelve marks.**

**(2×12=24)**

- 7. Explain the Licenses and permissions required for Event.
- 8. Discuss the various types of Media used in public Relations.
- 9. Explain the types of corporate Events.

**SECTION - D**

**Answer any One of the following questions. Each question carries Six marks.**

**(1×6=6)**

- 10. Prepare a check list for birthday party.
- 11. Write a public Relation letter for Medical event.



**SECTION - B**

Answer any four of the following questions. Each question carries five marks.

(4×5=20)

- 1. Explain the various types of Events.
- 2. What are the steps in planning an Event?
- 3. Briefly explain the steps of Event Management.
- 4. Explain the role of Media in conducting an Event.
- 5. What are the steps in public relation in event?

(P.T.O.)