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DVBB610

Reg. No.

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VI Semester B.B.A. Degree Examination, June/July - 2025

BUSINESS ADMINISTRATION

Event Management

(NEP Scheme)

Paper : 6.6 (B) (Vocational)

Time : 2½ Hours

Maximum Marks :60

Instructions to Candidates:

Answers should be written completely in English only.

SECTION - A

Answer any Five of the following questions. Each question carries 2 marks.

(5×2=10)

1. a) What do you mean by Event Management?
- b) Mention any Four permissions required to conduct an event.
- c) What is Event Checklist?
- d) State the significance of communication in Event Management.
- e) What do you mean by budgeting an event?
- f) State any two reasons as to why Event Management is needed.
- g) What is the need for Entertainment in Corporate Event?

SECTION - B

Answer any Four of the following questions. Each question carries 5 marks.

(4×5=20)

2. What are the essentials of Event Record Keeping system?
3. Explain the four principles of holding events.
4. Explain the importance and scope of Event Budgeting.
5. Discuss on steps in Blue-print for Event Planning success.
6. Explain the steps in preparing the Event Report.

[P.T.O.]



SECTION - C

Answer any Two of the following questions. Each question carries 12 marks.

(2×12=24)

- 7. Discuss on different Licence and Permissions required for holding an Event.
- 8. Describe the functions and roles and responsibilities of Event Manager.
- 9. Explain the importance of communication and budget in Event Management.

SECTION - D

Answer any One of the following questions. Each question carries 6 marks.

(1×6=6)

- 10. Prepare an event budget for conducting National Level Inter-Collegiate Sports Events.
- 11. Prepare a event check list for College Day Celebrations.

(2×5=10)

SECTION - A

Answer any Five of the following questions. Each question carries 2 marks.

- a) What do you mean by Event Management?
- b) Mention any four permissions required to conduct an event.
- c) What is Event Checklist?
- d) State the significance of communication in Event Management.
- e) What do you mean by budgeting an event?
- f) State any two reasons as to why Event Management is needed.
- g) What is the need for Evaluation in Corporate Event?

SECTION - B

Answer any Four of the following questions. Each question carries 5 marks.

(4×5=20)

- 1. What are the essentials of Event Record Keeping system?
- 2. Explain the four principles of holding events.
- 3. Explain the importance and scope of Event Budgeting.
- 4. Discuss on steps in Blueprint for Event Planning success.
- 5. Explain the steps in preparing the Event Report.