

521034

DCAM403

Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.B.A. (A.M) Degree Examination, September - 2023

B.B.A. AVIATION MANAGEMENT

Event Management

Paper : BBA-4.3

(NEP(Scheme Freshers))

Time : 2½ Hours

Maximum Marks :60

Instructions to Candidates:

Answer should 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 is event management?
- b) What is event schedule?
- c) Give the meaning of excise license.
- d) What do you understand by event blue print?
- e) What is SWOC analysis?
- f) Expand MICE
- g) What do you mean by corporate culture?



Section - B

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

(4×5=20)

2. Explain briefly need for event management.
3. Mention the steps in creating a budget for an event.
4. What are the advantages of creating check list for an event?
5. Explain in detail 5C's of event management.
6. Explain any five qualities of event manager.

[P.T.O.]

**Section - C**

Answer any two of the following questions. Each question carries twelve marks.

(2×12=24)

7. What are corporate events? Mention the different types of corporate events.
8. Mention in detail roles and responsibilities of event manager.
9. Prepare a checklist for an event to be conducted.

Section - D

Answer any one of the following questions, Each question carries six marks.

(1×6=6)

10. Prepare an imaginary event report of college day celebrations in your college.
 11. Prepare a checklist for a birthday party.
-