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IV Semester B.B.A. (A.M) Degree Examination, July/August - 2024

**BUSINESS ADMINISTRATION****Event Management****(NEP Scheme)****Paper : 4.3****Time : 2½ Hours****Maximum Marks : 60****Instructions to Candidates:**

Answers should be written in English.

SECTION - AAnswer any **Five** of the following questions. Each question carries **Two** marks. (5×2=10)

1. a) Define Event Management.
- b) Expand MICE.
- c) What is Event Planning?
- d) What is corporate entertainment?
- e) What is brainstorming.
- f) What do you mean by public relations?
- g) Define Event Budget.

SECTION - BAnswer any **Four** of the following questions. Each question carries **Five** marks.

(4×5=20)

2. Explain the Scope of Event Management.
3. How does an event manager organise an event?
4. Briefly explain the steps of blue print for event planning success.
5. Write a short note on a brainstorming sessions.
6. What are the basic guidelines of budgeting, while organising an event.

[P.T.O.]



(2)
SECTION - C

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

(2×12=24)

7. Explain the various types of events.
8. Explain the principles of holding an event.
9. Explain the role and responsibilities of event manager.

SECTION - D

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

(1×6=6)

10. Prepare a checklist for a birthday party.
 11. Prepare a budget for organising an Event.
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