

**GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS, BORDA, MARGAO-
GOA.**

B.COM(IV Semester) End Examination (SEE), April – 2019

Class: SYBCom

Time: 2 Hours

Subject: GE 5 – Event Management

Total Marks: 80

Instructions: i) All Questions are compulsory
ii) Figures to the right indicate full marks allotted.

Q.1. Answer **any four** of the following: - (4X4=16 marks)

1. Define an Event and what is Event Management?
2. What is Protocol?
3. What is a Run sheet?
4. What are the factors the event organizer needs to look at when considering the choice of venue?
5. Draw an Organization Chart for an event.
6. State the principles of Event Management?

Q. 2. Answer **any four** of the following: - (4X4=16 marks)

1. What is Event Marketing?
2. How can an Event Manager follow Time Management?
3. What do mean by In-house Venue?
4. What is Event Property?
5. Public Relations in Event Management.
6. Which are the 5 C's of marketing and managing events?

Q. 3. A) Describe the main creative elements to be considered when designing an event?(12 marks)

OR

Q. 3. B). Describe the types of events in terms of their size. (12 marks)

Q.4.A). Describe in detail the types of Maps and Models used by an Event Manager. (12 marks)

OR

Q. 4. B). Write in detail about Venue management for an event. (12 marks)

Q. 5. A). Discuss Risk versus Return and forms of revenue generation in event management.

OR

Q. 5. B). Which are the Event planning tools that help an Event manager? (12 marks)

Q. 6. A). Write about developing job descriptions for staffing in Event Management? (12 marks)

OR

Q. 6. B). Write in detail about Principles of Event Management. (12 marks)
