

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

**B.Com. (Sem. IV) SEMESTER END EXAMINATION, JULY 2021
(Under OS-1 Covid-19 Pandemic)**

(GE 5) - Event Management

Duration	Answering:	02 Hours	Max. Marks: 40	No. Of Pages: 01
	Online Submission:	01 Hours		

Instructions: (i) All questions are compulsory.
(ii) Figures to the right indicate full marks.
(iii) Students need to submit Handwritten answer paper scanned in whiteboard mode in a single PDF file only.

Q. I. Answer any 5 of the following in 60-80 words each:

(5x2=10 marks)

1. Write a short note on Meetings and Exhibitions.
2. Explain any two Issues in Event Management.
3. Write a short note on Preparation of Event Itinerary.
4. What is the use of function sheets in Event Planning?
5. Highlight the Importance of a Theme in an Event.
6. What is the role of Lights and Sounds in the success of an Event?
7. Explain the Risk to Return Matrix for Event Sponsorship.
8. What is the role of Break Even Analysis in Event Ticket Sale?

Q. II Answer any 6 of the following in 200-250 words each:

(6x5=30 marks)

1. Explain the General Principles of Event Management.
2. Explain the Process of Event Evaluation..
3. Explain any five Clauses of Event Contracts with Clients.
4. What are the Methods used for Pricing an Event?
5. Explain the Factors to be Considered while Selecting a Venue.
6. What are the Safety Measures to be taken while Staging an Event?
7. Explain the various ways to have Financial Control in an Event.
8. Explain any 5 P's of Event Marketing Mix.