Total No. of Questions—5]

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| Seat |  |
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[4967]-6002

## B.B.A. (Semester VI) EXAMINATION, 2016

## 602 : EVENT MANAGEMENT (2013 PATTERN)

Time: Three Hours

Maximum Marks: 80

- N.B. := (i) All questions are compulsory.
  - (ii) Figures to the right indicate full marks.
  - (iii) Draw neat diagrams wherever necessary.
- 1. Assuming that you are organizing 'A National Level Dance Competition". As an event manager give an outline for organising the event. [15] Or

Your college is organising an intercollegiate quiz competition. Identify the pre-event activities for the same. [15]

2. What are the criteria for selection of venue? Explain in-house and external venue.

Or

What is event management? Explain the various functions of event management. [15]

3. Explain various categories of events along with their characteristics. [15] Or

Describe the basic evaluation process in detail. [15]

P.T.O.

4. Define strategy. Explain the strategic alternatives arising from environmental analysis. [15]

Or

Explain in detail the various types of promotion methods used in events. [15]

**5.** Write short notes on (any four):

[20]

- (a) Ambush marketing
- (b) PREP model
- (c) Problems associated with traditional media
- (d) 5 W's of event
- (e) Revenue generating customers
- (f) Clients.