

Seat No. : _____

LG-127

April-2014

T.Y. M.B.A. (KS) (Integrated)

Event Management

Time : 2 Hours]

[Max. Marks : 50

Instruction : Marks on right side indicate marks.

1. (a) Explain concept of event designing of event management. **5**
(b) What is the relative importance of events as a marketing communication tool ? **5**

OR

Discuss various event categories in detail. **10**

2. Explain any two of the following key element of event management **10**
(a) Event Infrastructure
(b) Clients
(c) Event Organisers

3. “It is imperative that the event organizer selects one or more segments to enter, consolidate and grow. To do this, it is necessary that event organizers work on the targeting problem based on their objective and resources.” Explain this statement. **10**

OR

- (a) Explain Reach-Interaction Matrix. **5**
(b) Discuss concept of pricing in events. **5**

4. (a) Which are various statutory permissions required from government agencies for organising events ? **5**
(b) What are different safety and security measures taken by event organizers ? **5**

5. Explain the different points to be considered while preparing event budget. **10**

OR

- (a) What do you mean by Break Even Point ? Discuss concept of Break Even Analysis in event management. **5**
(b) What is the importance of ethics and values in event industry ? **5**

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