

Seat No. : _____

MC-103

May-2022

M.B.A., Sem.-VI

Event Management

Time : 2 Hours]

[Max. Marks : 30

Section – I

Attempt any **three** questions out of **five**.

1. Explain the five 'W' framework with reference to 'Jewelry Exhibition'. (08)
2. (A) Discuss in detail the need for event organizers. (04)
(B) Write a note on 'Target audience' as a key element of event. (04)
3. (A) Explain 'Place' as one of the event marketing mix elements. (06)
(B) Enlist the features of a good logo. (02)
4. (A) Explain staffing in the context of event management. (06)
(B) Enlist during-event activities. (02)
5. Explain event safety and security concerns in detail. (08)

Section – II

Attempt any **six** questions out of **eight**

6. Multiple choice question (Attempt any **six**) (06)
 - (1) Who has given the definition of events as "occurrences designed to communicate particular messages to target audiences" ?
 - (a) Alfred Marshall
 - (b) David Ricardo
 - (c) Karl Marx
 - (d) Philip Kotler
 - (2) _____ events are those where members of a particular community get together to celebrate occasions like Christmas, Diwali, Eid.
 - (a) Campaigns
 - (b) Corporate meetings
 - (c) Community events
 - (d) Entertainment events

- (3) Which of the following is not an essential element of event infrastructure ?
- (a) Core concept
 - (b) Core deal
 - (c) Core talent
 - (d) Core people
- (4) In which of the following cities Wankhede cricket ground is located ?
- (a) Kolkata
 - (b) Chennai
 - (c) Delhi
 - (d) Mumbai
- (5) Which of the following is the way events are presented, whether as part of a season or festival ?
- (a) Packaging
 - (b) Partnership
 - (c) Programming
 - (d) People
- (6) What factors are to be considered while deciding the ticket price of an event ?
- (a) Cost of services
 - (b) Marketing cost
 - (c) Profit
 - (d) All of the above
- (7) Which permission is needed if the artist performing in your event is from another nationality ?
- (a) NOVEX
 - (b) Foreign artist permission
 - (c) IPRS
 - (d) PPL
- (8) Which of the following is not a natural crisis ?
- (a) Tsunami
 - (b) Earthquake
 - (c) Rumors
 - (d) None of the above
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