

Seat No. : _____

AH-103

April-2023

Int. MBA, Sem.-VI

Event Management

Time : 2 Hours]

[Max. Marks : 50

1. Identify a favourite event that you have attended or know about. Break it down into 5 C's of Event. 10

OR

 - Explain the concept and importance of an Event. 10

 2. Explain key elements of an Event. 10

 3. Apply the concept of Segmentation and Targeting on any **one** event of your choice : 10
 - (a) Musical Concert
 - (b) Book Exhibition

OR

 - Explain categories of Events and their characteristics. 10

 4. What are management functions with respect to Event Management ? 10

 5. What are the statutory permissions required from government agencies for organizing an event ? 10

OR

 - What are the challenges faced in organizing an Event ? 10
- _____