

MBA (DM/PP/EM/BEPF) Sem.-1 Examination

EM-107

IEM

January-2024

Time : 2-30 Hours]

[Max. Marks : 70

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- Q.1 What is event management? What the roles and responsibilities of event manager? (14)
- Q.2 Define public relation and limitations involved in public relation process. (14)
- Or
- Q.2 What is media? Explain different types of media and steps for maintaining media relations. (14)
- Q.3 How do you locate your clients in event management process? (14)
- Or
- Q.3 Explain the terms: (14)
- 1.Honorariums.
 - 2.Travel expenses.
 - 3.Budget in event.
 - 4.Expense reimbursement.
 - 5.Brain storming
 - 6.Classify events and explain in short.
 - 7.Draw an event planning sheet (A birthday event).
- Q.4 You are an event planner what steps would you take when you plan a corporate event. (14)
- Or
- Q.4 Why any organization is in need of event manager and explain the types of events (any 5). (14)
- Q.5 Write down the steps involved in developing content guidelines. (14)

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