

MBA (DM/PP/EM/BEPF) Sem.-1 Examination**EM-108****EHC****January-2024****Time : 2-30 Hours]****[Max. Marks : 70**

- Q.1 Define Event and explain its various types. (14)
- Q.2 Explain the role of Event Manager. (14)
- Or
- Q.2 Explain the SWOT Analysis for Event Management with an example. (14)
- Q.3 Explain the tools used by Event Managers for making an Event a huge success. (14)
- Or
- Q.3 Prepare an Itinerary planning by taking a hypothetical example. (14)
- Q.4 Explain the importance of soft skills in Event Management. (14)
- Or
- Q.4 Explain the Six Hat technique of creativity. (14)
- Q.5 Explain the review mechanism as a part of successful Event Management. (14)

