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1601E1142

Candidate's Seat No : _____

PGD in EM Sem.-1 Examination

PGEM-101

IEM

Time : 2-30 Hours]

January-2025

[Max. Marks : 70

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- Q.1. Define event management. Explain the importance of event management. (14)
- Q.2. Explain the scope of event management. Also explain the process of event with 5Cs (14)
- OR
- Q.2. Discuss briefly the essentials of a good event record-keeping system? (14)
- Q.3. Briefly explain the health and safety measures which have to be taken care of in an event. (14)
- OR
- Q.3. Explain various Licenses required for holding an event. (14)
- Q.4. Define Budget? Briefly explain the key factors to be considered while conducting an event. (14)
- OR
- Q.4 What is brainstorming? Discuss its importance in detail. (14)
- Q.5. What is media selection? Explain the factors affecting media selection. (14)
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