

MBA in BEPF/PP/EM Sem.-1 Examination**EM-107****IEM****Time : 2-30 Hours]****January-2025****[Max. Marks : 70**

- Q.1. Define Honorarium? State activities that merit an Honorarium payment?
Explain how does an Honorarium payment work? (14)
- Q.2. How can one organise a successful event and get media attention? (14)
- OR
- Q.2 Discuss steps required to be followed for co-ordinating a public event for
your organisation ? (14)
- Q.3 In what manner an event manager organise an event? Also explain roles
and responsibilities while conducting an event. (14)
- OR
- Q.3 Define public relation. Discuss its benefit and limitations. (14)
- Q.4 List down referral checklist for pre-event , on-site and post event. (14)
- OR
- Q.4 What is the event management and explain the steps involved in analysis
of event management. (14)
- Q.5. Prepare a check list of budget for an event and discuss its scope and
importance with reference to corporate event. (14)
-