

PGD in EM Examination**PGEM-201****Research Methodology****May-2025****[Max. Marks : 70****Time : 2-30 Hours]**

Q.1 Explain the concept of MICE in detail. Illustrate how MICE events differ from regular social or entertainment events. (14)

Q.2 Describe the complete flow of a modern Indian wedding. (14)

Or

Q.2 Write a detailed note on the Live Entertainment Show Industry with reference to weddings and corporate events. (14)

Q.3 Explain the key physical and environmental considerations when planning an outdoor event setup. (14)

Or

Q.3 Explain how branding and marketing are integrated into event planning. (14)

Q.4 Discuss the process of forming an effective event management team. (14)

Or

Q.4 Describe the importance of an event checklist in the planning and execution of events. (14)

Q.5 Case Scenario: (14)

You are the lead planner at "Dreamscape Events." You've been hired to organize a luxury wedding spread across three cities. The client wants themed décor in each city, celebrity performances, a live DJ, unique travel experiences for guests, and a fully documented plan of execution. However, there are issues with limited setup time at one location, unexpected weather conditions, and a celebrity arriving late due to flight delays.

Answer the following:

- How would you structure your crew and delegate responsibilities across locations?
 - What contingency plans would you implement for weather and delayed arrival?
 - How would you maintain consistency in branding and theme across all cities?
 - Suggest tools or methods you would use to manage timelines and ensure smooth coordination.
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