

Seat No. : _____

MA-202

May-2025

Int. MBA, Sem.-VI

Event Management

Time : 2:00 Hours]

[Max. Marks : 50

1. (A) What is event management ? Elaborate on the concept of the 5Cs of event designing. 5
- (B) What are marketing needs in event management ? Explain their significance in planning and executing successful event. 5

2. (A) Elucidate the concept of event organizing ? Discuss the essential skills and core competencies required to be an effective event organizer in event industry. 5
- (B) How does effective media coverage influence post-event evaluation and contribute to the strategic planning of future events ? 5

3. What is event management ? Discuss different categories of event. 10
- OR**
3. (A) Write note on segmentation and targeting the group of customers in event management. 5
- (B) Write a short note on promotion in event management. 5

4. "Planning is pervasive" in this context explain the management functions in context of event. 10
- OR**
4. Write a short note on MIS in event management. 10

5. Write short note : (Any 2) 10
 - (i) Risk and crisis management in event
 - (ii) Challenges in event management
 - (iii) Statutory requirement for event management