



Seat No. : _____

DM-101

December-2025

3rd Year IMBA, Sem.-V

SEC-356 : Event Management

Time : 1:00 Hour]

[Max. Marks : 25

1. Explain any five types of an event in detail. 10

OR

1. CASELET : “Spark Events” – Launching a Local Event Management Venture. 10

Riya has always been passionate about planning and organizing events. Over the years, she has managed family celebrations, cultural programs at her college and community gatherings with great success. Encouraged by her friends and family, Riya decided to start her own event management business called “Spark Events.”

Her services include birthday parties, small corporate events, cultural festivals and community meet-ups. Riya aims to make each event unique, enjoyable and stress-free for her clients, with a special focus on personalized experiences. Her initial target market is households and small businesses within a 10 km radius of her home.

Riya wants to expand her business and attract more clients by promoting her services effectively.

- (1) What are the different promotional techniques Riya can use to reach potential clients for her event services ? Explain any two techniques in detail, highlighting how they can help grow her business.
- (2) Suggest ways Riya can introduce and expand her business using : (i) Facebook, (ii) Instagram.
2. (a) What do you mean by risk management in events ? Explain in detail types of risk management in events. 5
- (b) Explain developing procedure for event compliance in brief. 5

OR

2. (a) What are the important factors to consider when choosing a theme for an event ? 5
- (b) Discuss five major challenges in organizing events and provide recommendations for addressing them effectively. 5

3. Attempt any **Five** out of **Six** :

5

- (1) A press conference organized by a company comes under :
 - (a) Social Event
 - (b) Personal Event
 - (c) Corporate event
 - (d) Cultural Event
 - (2) Which of the following is an activity in the last stage of an event ?
 - (a) Event Planning
 - (b) Event Evaluation
 - (c) Event Marketing
 - (d) Event Designing
 - (3) Breach of a contract by a vendor in an event is an example of
 - (a) Legal Risk
 - (b) Financial Risk
 - (c) Natural Risk
 - (d) None of the above
 - (4) 'Decide who to invite' means :
 - (a) Deciding on the key speakers, VIPs and guests
 - (b) Deciding on the attendees
 - (c) Both (a) and (b)
 - (d) None of the above
 - (5) Event merchandise includes :
 - (a) Souvenirs for the attendees
 - (b) Give aways like t-shirts, caps, pens etc.
 - (c) A gimmick or a toy that is prominently placed during the event
 - (d) All of the above
 - (6) Predicting the financial outcome of an event is called :
 - (a) Event Planning
 - (b) Event Management
 - (c) Event Budgeting
 - (d) Event Evaluation
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