

Seat No. : _____

AJ-132

April-2015

T.Y. M.B.A., (Integrated)

Event Management

Time : 3 Hours]

[Max. Marks : 50

- Instruction :** (1) All questions are compulsory.
(2) Each question carries equal marks.

1. Define Event. Design 5 C's of any event of your choice. **10**
2. Mention the key elements required for event. Discuss any three in detail for any event of your choice. **10**

OR

Give tips for attracting sponsors required in event management.

3. (a) Explain Segmentation and Targeting of event with help of suitable example. **5**
(b) Mention the categories of event based on its characteristics. Explain any one in detail. **5**

OR

Make a checklist for factors affecting pricing decision of an event. **10**

4. Explain the ways for maintaining safety and security at event in different stages. **10**

OR

Write a detailed note on Crisis Management in Event Management.

5. (a) Give tips for Budget preparation in Event Planning. **5**
(b) Write a detailed note on : **5**
Tips for effective working Capital Management for Event Management.

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