



Seat No. : _____

DT-104

December-2025

IMBA., Sem.-V

SEC-356 : Event Management

Time : 1:00 Hours]

[Max. Marks : 25

Instruction : All questions are compulsory.

1. Explain the role of Key Elements of Events – infrastructure, venue, vendors, sponsors, clients, and media – in determining the success of any event. **10**

OR

1. You are organizing a corporate product launch event. Describe how you would coordinate venue arrangements, vendor selection, media teams, and sponsor management to ensure professional execution. **10**

2. Define Event Marketing and Promotion. Explain how online and offline promotional tools help attract the right audience for an event. **10**

OR

2. A company wants high visibility for its annual conference. Describe how you would create a strong digital promotion strategy using social media tools, influencers, and engagement techniques. **10**

3. Fill in the Blanks : (Each carries 1 mark) **5**

- (1) A financial document that records all incomes and expenses of an event is called a _____.
- (2) A government-issued approval required for public events is known as a _____.
- (3) _____ planning helps event managers prepare alternative actions for unexpected situations.
- (4) Promotion done using social media platforms is called _____ marketing.
- (5) Evaluating event results after it is completed is known as _____.
