

Seat No. : _____

AH-104

April-2016

**T.Y. M.B.A., Integrated
Event Management**

Time : 2 Hours]

[Max. Marks : 50

1. Define Event and explain various types of event. **10**

OR

What is the importance of Event ? Describe in detail 5C's of events.

2. Describe the key elements of Oppo ICC T20 World Cup. **10**

OR

Describe the key elements of World Cultural festival organized by the Art of Living Trust.

3. Write notes on any **two** from the following : **10**

- (a) STP of Events.
- (b) Products in Events.
- (c) Pricing in Events.
- (d) Promotion in Events.

4. Write a note on Crowd Management. **10**

OR

Explain in detail the licenses and permissions that are applicable for organizing a musical event in India.

5. Explain in detail the categories of Event expenditure. **10**

OR

Write a note on Working Capital Management in the context of Event Management.

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