

Seat No. : _____

AH-110

April-2018

T.Y. M.B.A. Integrated, Sem.-VI

Event Management

Time : 2 Hours]

[Max. Marks : 50

1. (A) What is an event ? Discuss the different types of events. **10**
OR
(B) Discuss the 5 C's of a Sports competition. **10**
2. (A) Attempt any **two** of the following : **10**
 - (1) Media coverage of event
 - (2) Sponsorship
 - (3) Venue for event**OR**
(B) How clients of an event use it as marketing communication tool ? Explain in detail. **10**
3. (A) Attempt any **two** : **10**
 - (1) Event level
 - (2) Event Merchandising
 - (3) In - Venue Publicity**OR**
(B) Explain the concept of targeting and positioning in context to any event with suitable example. **10**
4. (A) What are the basic safety and security measures taken in any event ? **10**
OR
(B) Discuss the importance of "Pre event planning and activities" for your college annual function. **10**
5. (A) Why is budgeting for an event considered very important ? What are the major heads of expenses in a "Live Music Concert" ? **10**
OR
(B) Explain the ethical practices expected from an Event Management Firm. **10**

AH-110