

Seat No. : \_\_\_\_\_

**AD-157**

April-2019

**T.Y. MBA Integrated, Sem.-VI**

**Event Management**

**Time : 2 Hours]**

**[Max. Marks : 50**

**Instruction : All questions carry equal marks.**

1. What are different types of events ? Give examples and explain 10  
**OR**  
Design 5 Cs for your college Farewell function
  2. What are the factors considered in the selection of Venue for an Inter School Sports Competition ? 10  
**OR**  
Explain the role of the Client, Event Organizers and Sponsor in the context of a “Movie Promotion Event”
  3. What are the different levels of the product “ Events” ? 10  
**OR**  
What are the different promotional tools available for an Event Marketing firm ?
  4. B.S. School of Management organized Navratri Garba Event in the open lawn of their college. There was sudden gathering of clouds and thunder and it started raining heavily. How do you think the event organizers would have managed the crisis ? 10  
**OR**  
What are the safety and security measures required for the Garba Event ?
  5. What is Break Even Analysis ? Which are the cost items you will consider as fixed cost of an event ? 10  
**OR**  
What is the importance of ethics and values in an Event Marketing firm ?
-