

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(JAMC) (Sem.-4)
EVENT MANAGEMENT
Subject Code : BJAMC-210
M.Code : 13022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A**1. Write briefly :**

- a) Meaning of event management
- b) Exhibition as a tool of communication
- c) Seminar
- d) Meaning of organization
- e) Any two highlights of programme life cycle
- f) Meaning of scheduling
- g) Sponsors
- h) Meaning of business plan
- i) Any two features of cost revenue management
- j) Job description

SECTION-B

2. Discuss event management as a marketing tool.
3. Why are events like exhibitions and seminars increasing importance worldwide?
4. Suggest steps to develop a programme portfolio for the purpose of event management.
5. Explain the various elements of event management.
6. Describe the significance of event management for a market-driven economy.

SECTION-C

7. How can an organization assess and evaluate the results of human resource management?
8. Why is cash flow management used? Also give its significance.
9. Explain the process of conducting consumer behavior survey. Why are such surveys conducted?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.