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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(JAMC) (Sem.-4)
EVENT MANAGEMENT
Subject Code : BJAMC-210
Paper ID : [C0628]

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) Event
- b) Convention
- c) Communication
- d) Exhibition
- e) Organization
- f) Planning
- g) Portfolio
- h) Scheduling
- i) Location
- j) HRM

SECTION-B

2. Define Management.
3. What is meant by event as a communication tool?
4. Highlight the importance of meeting management.
5. What is meant by an operational plan?
6. What are five measures of financial performance?

SECTION-C

7. Discuss the growing importance of event management.
8. Discuss the process of conceptualization and planning in event management.
9. What steps are required to set up an event organization structure?