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**School of Liberal Education****Master of Arts in Journalism and Mass Communication  
Semester End Examination - Nov 2023****Duration : 180 Minutes  
Max Marks : 100****Sem III - MAMC6002 - Event Management***General Instructions**Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What do you understand by Amateur Event? K1 (2)
- 2) Outline the challenges in reaching and engaging the intended target market for the event. K2 (4)
- 3) Outline the key elements to consider when assessing the size and demographics of a crowd at an event? K2 (6)
- 4) Construct suitable Marketing tools to reach the desired audience effectively. K3 (9)
- 5) Identify the role and responsibilities of personnel involved in event management. K3 (9)
- 6) Evaluate the logistical challenges faced during a charity fundraising event and propose strategies for future improvement. K5 (10)
- 7) Examine the importance of conducting a SWOT analysis before organizing a large-scale event. How does it affect the planning process? K4 (12)
- 8) Determine the various department that work under event manager/director. Also discuss their essential duties in details K5 (15)
- 9) Determine the estimated budget plan for a high profile political event. K5 (15)
- 10) Compile the key-steps involved in all the stages of Event Management. K6 (18)