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School of Liberal Education**Bachelor of Arts in Journalism and Mass Communication
Semester End Examination - Nov 2023****Duration : 180 Minutes
Max Marks : 100****Sem V - K2UA503T - 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) Which event is also known as a periodic Event? K1 (2)
- 2) Explain "Briefing of staff". K2 (4)
- 3) Outline the key steps of organizing a successful event. K2 (6)
- 4) Identify about the main factors that contribute to the spread of negative publicity during events? K3 (9)
- 5) Construct suitable Marketing tools to reach the desired audience effectively. K3 (9)
- 6) Determine how does competitor analysis play in the strategic development of event management? How can this information be leveraged for successful implementation? K5 (10)
- 7) Assuming yourself as a creative team head and given a hypothetical event scenario, how would you design a survey to gather feedback from attendees about their experience? K4 (12)
- 8) Determine the various department that work under event manager/director. Also discuss their essential duties in details K5 (15)
- 9) Explain how do event planners use marketing research to identify and reach their target audience? K5 (15)
- 10) Imagine you are an event manager preparing to launch a new event. Design a list of strategies that capitalize on the identified strengths and opportunities from your SWOT analysis. K6 (18)