

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Hospitality and Tourism Summer Term Examination – July - August 2024 [Programme: B.Sc. HM/ BHM] [Semester: 4th] [Batch:]]				
Course Title: Event Management		Max Marks: 100		
Course Code: BSCH2031		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	What is the nature of event marketing?	KL1	C01	5
2.	Explain the key elements that constitute the infrastructure of an event.	KL2	C02	5
3.	Define an event and discuss its scope in the context of the modern economy.	KL1	C03	5
SECTION-B (40 Marks)		10 Marks each		
4.	Discuss the advantages and disadvantages of hosting large-scale events. Provide examples to support your points.	KL3	C01	10
5.	Explain the 'C's of events and their significance in the planning and execution of an event.	KL5	C02	10
6.	Describe the process of negotiating contracts with event organizers and venues. What key factors should be considered?	KL4	C02	10
7.	List the various methods of advertising an event. Which method do you believe is the most effective and why?	KL4	C03	10
SECTION-C (45 Marks)		15 Marks each		
8.	Explain the process of incident reporting during an event. Why is it important to have a clear and efficient incident reporting system?	KL5	C03	15
9.	Imagine you are planning an international music festival. Define what constitutes this event and discuss its scope in terms of scale, audience, and economic impact.	KL6	C04	15
10	Evaluate the skills required to be a successful event planner. Discuss how each skill contributes to the planning and execution of an event.	KL6	C05	15