Roll No. _____

END SEMESTER EXAMINATION
SEMESTER- V

COURSE CODE : TTM 503 | **DURATION : 3 (THREE)HRS**
COURSE TITLE : EVENT MANAGEMENT | **MAXIMUM MARKS : 75**
SESSION : JULY-DEC'21 | **PASS MARKS : 35 %**

NOTE:
1. *All the questions are compulsory*
2. *Attempt any 5 (five) questions.*
3. *Mark for each question is shown against it.*
4. *Assume suitable logical data wherever necessary.*

1. Why is it important to do feasibility study before any events? Discuss what factors are considered under the feasibility study? **(15)**

2. **(a)** What is Risk management? Why it is important to do it? **(9)**
(b) Briefly discuss the process of risk management. **(6)**

3. Write short notes on the following: **(3x5)**
(a) Contracts
(b) Budget & its importance in event
(c) Rules of flying flag.

4. What is event proposal? Prepare a general format of event proposal. **(15)**

5. **(a)** What is the importance of breakeven point in finance? **(7)**
(b) Explain 4Ps of marketing mix. **(8)**

6. What is Event Management? Discuss various types of event based on size & type **(15)**

7. **(a)** Differentiate between publicity and advertising. **(8)**
(b) What is liquor licensing? **(7)**

8. Is it necessary to do SWOT analysis? Justify your answer by giving examples & advantages of SWOT. **(15)**

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