

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Hospitality Back Paper Examination Even Semester (Non - Graduating Batches) – June 2024 [Programme: BSc HM/BHM] [Semester: IV]				
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.	Define event marketing and explain its importance.		CO1	5
2.	How can TV opportunities be utilized to promote an event?		CO3	5
3.	Discuss the advantages of radio interviews in event promotion.		CO3	5
SECTION-B (40 Marks)		10 Marks each		
4.	Evaluate the advantages and disadvantages of events from both an organizer's and an attendee's perspective.		CO4	10
5.	Examine the process of negotiating contracts with event organizers. What key factors should be considered to ensure a fair and beneficial agreement?		CO2	10
6.	Evaluate the criteria for selecting a suitable venue for an event. What role does the venue play in the overall success of an event?		CO5	10
7.	Examine the role of sponsorship in event marketing. How can event organizers attract and retain sponsors?		CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Examine the safety and security considerations in event management, focusing on occupational safety and health, incident reporting.		CO5	15
9.	Assess the skills required to be a good Event Planner.		CO1	15
10	Provide strategies to effectively manage the Evacuation process of people during an emergency in an event.		CO3	15