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Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Hospitality & Catering Management) (Sem.-3)

EVENT MANAGEMENT

Subject Code : BVHCM309-19

M.Code : 78537

Date of Examination: 18-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write briefly :

- a) What is meant by event logistics?
- b) Define leadership.
- c) Pen down the ways of setting objectives for events.
- d) Discuss the process of event marketing.
- e) What is marketing mix?
- f) Pen down the ways for publicity for the event.
- g) Pen down the ways to evacuate the crowd.
- h) What is meant by checklists?
- i) What is code of ethics?
- j) What is profit & loss statement?

SECTION-B

2. Discuss the historical perspective of events.
3. Discuss the types of licenses required for the event.
4. Pen down the role of publicity and public relations in event management.
5. Pen down the need and types of communication needed to conduct an event.
6. Discuss the various categories of events.

SECTION-C

7. Define Events. Discuss concept, nature, advantages, disadvantages and principles of events.
8. Discuss the steps in organizing and designing of events as well as key elements of events. Prepare a dummy event proposal.
9. Discuss the various ways for the safety and security of the people during the event and the way the incident is reported as well as crowd is managed.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.