

**M.E.S. Vasant Joshi College of Arts & Commerce, Zuarinagar Goa**  
**B.A. Semester-III End Assessment (as per OA-38), October/November 2024**  
**Multidisciplinary Course: Fundamentals of Event Management (COM-231)**

**Instructions:**

1. Question Paper consists of a total of five questions with all questions carrying equal marks.
2. Q.No.1 and Q.No.2 are compulsory.
3. Internal choice in Q.No.3 to Q.No.5 is provided.
4. Figures to the right indicate maximum marks allotted.

**DURATION: 2 HOURS**

**TOTAL MARKS: 60 MARKS**

Q. No. 1. State and define the following. (6 x 2 = 12 Marks)

- i. Event Management as an Industry
- ii. Concept of Event Management
- iii. Scheduling
- iv. Event itinerary
- v. Event Budget
- vi. Event Publicity

Q.2 A. Describe the various principles of event management. 6 Marks

Q.2 B. Explain the various challenges in event management. 6 Marks

Q.3 A. How do organizations identify the event vendors, negotiate and contracts with vendors? 6 Marks

Q.3 B. How do event management companies plan for its event resources? 6 Marks

**OR**

Q.3 C. Demonstrate the various event production concepts and requirements. 6 Marks

Q.4 A. Examine the 7P's of Event Marketing Mix. 6 Marks

Q.4 B. Analyze the concept of event sponsorship with reference to event marketing and financing. 6 Marks

**OR**

Q.4 C. Examine the profit analysis in events. 6 Marks

Q.5 A. Critically examine the ways in which the preparation of event proposal helps in successful execution of the event. 6 Marks

Q.5 B. Analyse the critical role the event management companies play with respect to its event planning tools and emerging technology? 6 Marks

**OR**

Q.5 C. Analyze the role of public relations and communication in the success of event marketing. How do these elements work together to enhance brand image, manage stakeholder expectations, and drive event attendance? 6 Marks