

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
FARMAGUDI, PONDA- GOA
B.C.A. UGC-CCFUP (SEMESTER-III) REGULAR EXAMINATION OCTOBER/NOVEMBER 2024
COM-231 - FUNDAMENTALS OF EVENT MANAGEMENT

Duration: 2 hours

Total marks: 60

Intructions: i) All questions are compulsory
ii) Figures to the right indicate full marks.

- Q1. Answer the Following. (6x2 marks = 12 marks)
1. Define Event Management. (BL1, CO1)
 2. State any two importance of Event branding. (BL1, CO3)
 3. What is Event Production? (BL1, CO2)
 4. State any four areas of income in an event. (BL1, CO4)
 5. What are regional events? (BL1, CO1)
 6. What is in-house venue? (BL1, CO2)
- Q2. A. i) List and explain the principles of event management. (BL1, CO1) (4)
- ii) State **any four** factors to be considered while selecting a venue. (BL1, CO2) (1)
- OR**
- Q2. A. iii) List and explain the steps in Event designing process. (BL1, CO1) (4)
- iv) What is event contract? (BL1, CO2) (1)
- Q2. B.i) Explain in Brief the **any five** types of events. (BL1, CO1) (5)
- ii) What is profit Analyses of events? (BL1, CO3) (2)
- Q3.A. i) Briefly explain the 7 P's of Event marketing mix. (BL2, CO4) (4)
- ii) Explain **any one** key aspect of planning and management of event team and crew. (BL2, CO1) (1)
- OR**
- Q3.A iii) Explain the importance and strategies of public relations in events. (BL2, CO4) (4)
- iv) Explain **any two** risks involved in event management. (BL2, CO1) (1)
- Q3.B. i) Explain in brief the stages in event production. (BL2, CO2) (5)
- ii) Explain the benefits of communication in event marketing. (BL2, CO4) (2)

P.T.O.

