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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

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Q1. Answer the Following. (6x2 m	arks = 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. OR	(BL1, CO2) (1)
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. OR	(BL2, CO1) (1)
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)

Q4.A. i) Briefly explain event sponsorship.	(BL2, CO3) (4)
ii) Explain the two important resources required in an event	(BL2, CO2) (2)
OR	
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Q4.A. iii) Explain any three benefits of computer application in event financing.	(BL2, CO3)(3)
iv) Explain in brief Event Protocol.	(BL2, CO2)(2)
Q4.B.i) Explain in brief any five clauses of Event contracts.	(BL2, CO2) (5)
ii) Explain the concept of critical path.	(BL2, CO1) (2)

- Q.5.A. i) "You are planning a large community festival. **Identify four** potential challenges you might face in event management and propose specific strategies to address each challenge. Justify your choices based on the context of the festival."

 (BL3, CO1) (4)
- Q.5.A ii) "Imagine you are planning a corporate gala. **Choose two** key points from the event production guidelines and explain how you would implement them to enhance the guest experience at the gala."

(BL3, CO2) (1)

OR

- Q.5.A. iii) you are tasked with evaluating a recent community event. **Choose four** evaluation components and describe how you would apply them to assess the event's success. Include specific actions you would take for each component.

 (BL3, CO1) (4)
- Q.5.A.iv) "As an event planner for a charity fundraiser, choose two requirements for event production and explain how you would apply them to ensure the success of the event."

 (BL3, CO2) (1)
- Q.5.B.i) "You are tasked with organizing a corporate conference and need to utilize computer applications for effective event financing. Choose five specific applications and explain how you would implement each to ensure successful financial management and enhance attendee experience. Provide examples of how these applications could directly contribute to the overall success of the event."

 (BL3, CO3) (5)
- Q.5.B.ii) "Design a one-day itinerary for a corporate team-building event. Include at least three activities, their durations, locations, and a brief description of each. Justify your choices based on the goals of enhancing team cohesion and engagement."

 (BL3, CO2) (2)