

2025

(FYUGP)

(5th Semester)

VALUE ADDED COURSE

Paper Code : VAC-2

(Event Management)



Full Marks : 37.5

Pass Marks : 40%

Time: 2 Hours

*The figures in the margin indicate full marks
for the questions.*

PART A – OBJECTIVES

(Marks : 12.5)

A. Choose the correct answer:

($\frac{1}{2} \times 15 = 7\frac{1}{2}$)

1. Budgeting an event, negotiating contracts, arranging the speaker is part of which stage of the event planning process?

- | | |
|-------------|-----------------|
| a) Research | b) Planning |
| c) Design | d) Coordinating |

2. Event marketing is a

- | | |
|-------------|------------|
| a) Good | b) Service |
| c) Tangible | d) Product |

(Turn Over)

3. Which of the following should be developed first?
 - a) The event marketing strategy
 - b) Sponsorship proposals for the event
 - c) Event plan
 - d) All of the above

4. "Events are occurrences designed to communicate particular messages to the target audience" is defined by
 - a) Karl Max
 - b) Spearman
 - c) Bowdin
 - d) Philip Kotler

5. The event planner can take advantage of the full potential to conduct a comprehensive
 - a) SWAT Analysis
 - b) SWAP Analysis
 - c) SWOT Analysis
 - d) SOP Analysis

6. Post SEM incorporates measurement and evaluation to assess the event's impact on
 - a) Organisational Head
 - b) Organisational Rule
 - c) Organisational Goals
 - d) All of the above

7. Firmographic Segmentation is similar to
 - a) Geographic Segmentation
 - b) Demographic Segmentation
 - c) Behavioral Segmentation
 - d) Psychographic Segmentation

8. The positive impact of event tourism is
 - a) Supporting local conservation initiatives
 - b) Increased waste output
 - c) Energy consumption
 - d) None of the above

(Continued)

9. Directing people to find their own accommodation _____ the burden of the organizer
- a) Decreases
 - b) Increases
 - c) Equalize
 - d) Does not affect
10. Corporate job(s) in events is/are
- a) Meeting Planner
 - b) Event Coordinator
 - c) Marketing co-ordinator
 - d) All of the above
11. Event marketing allows prospective consumers the chance to experience the product through
- a) Interactive displays
 - b) Discounts
 - c) Free samples
 - d) All of the above
12. Providing branded merchandise in the form of tools that attendees may need at the event is a type of
- a) In-kind sponsors
 - b) Promotional sponsors
 - c) Prize sponsors
 - d) Merchandise sponsors
13. Public relations activities are designed to
- a) Build favorable image
 - b) Maintain favorable image
 - c) Favorable relationship
 - d) All of the above
14. Public relation involves _____ to any organization's reputation.
- a) Identifying
 - b) Communicating
 - c) Potential threats
 - d) All of the above
15. The type of brand image that is associated with the personal attributes of a product or service is called
- a) Emotional image
 - b) Personal image
 - c) Functional image
 - d) Social image

(Turn Over)

B. Write short notes on the following.

(1x5=5)

1. Emergency Planning
2. SWOT
3. Market Diversification
4. Sponsorship
5. Advertising

PART A - DESCRIPTIVE

(Marks : 25)

C. Answer any five (5) questions from the following.

(5x5=25)

1. What are the steps to design an event concept?
2. Explain the different non- corporate events.
3. Highlight the different types of accommodation.
4. Explain the tools and strategies for sustainable event management.
5. What are the benefits of market segmentation?
6. What are the different types of event marketing?
7. Explain the importance of brand image.
8. Highlight the main characteristic of public relation.
