



K20U 0169

Reg. No. :

Name :

**VI Semester B.B.A./B.B.A.(TTM)/B.B.A.(RTM) Degree (CBCSS-Reg./Supple./
Improv.) Examination, April 2020
(2014 Admission Onwards)
Core Course
6B19BBA/BBA(TTM)/BBA(RTM) : EVENT MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer the 4 questions. **Each** question carries ½ marks.

1. The event which involves expression of talents for entertainment is
 - a) Artistic expression
 - b) Exhibition
 - c) Competitive event
 - d) None of these
2. Interaction catalysts are known as
 - a) Sponsors
 - b) Anchors
 - c) Customer group
 - d) None of these
3. Which of the following is not a revenue generating customer ?
 - a) Corporate house
 - b) Institution
 - c) Media
 - d) Advertising agency
4. Communicating the event and its key benefit to the market is known as
 - a) Targeting
 - b) Positioning
 - c) Segmentation
 - d) Branding

(½×4=2)

P.T.O.



PART – B

Answer **any 4** questions. **Each** question carries **1** mark.

5. Define event marketing.
6. Define reach.
7. What is meant by venue ?
8. What are competitive events ?
9. What is summative evaluation ?
10. What is critical evaluation point ? (1×4=4)

PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the relative importances of event ?
12. How an event is designed ?
13. Who are revenue generating customers ?
14. What are the activities in event management ?
15. Explain corporate event management.
16. What are the functions of event organisers ?
17. What are the stages of event production ?
18. What are the uses of competitive events ? (3×6=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Discuss briefly about the categories of event.
 20. Explain briefly about basic evaluation process.
 21. Explain briefly about 5 C's of event. (2×8=16)
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