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**School of Media Studies**  
**Mid-Term Examinations - Nov 2024**

**Semester:** IV  
**Course Code:** BAJ3010  
**Course Name:** Event Management  
**Program:** BAJMC

**Date:** 06-11-2024  
**Time:** 02.00pm - 03.30pm  
**Max Marks:** 50  
**Weightage:** 25%

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**Instructions:**

- (i) Read all questions carefully and answer accordingly.*  
*(ii) Do not write anything on the question paper other than roll number.*
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**Part A**

**Answer ALL the Questions. Each question carries 2marks.**

**5Qx2M=10M**

- |   |   |         |   |     |
|---|---|---------|---|-----|
| 1 | Define event management   | 2 Marks | L | C01 |
| 2 | Enlist the main functions of event manager                          | 2 Marks | L | C01 |
| 3 | Enlist the 5C's of event management.                                | 2 Marks | L | C01 |
| 4 | Explain the role of a marketing manager in the success of an event. | 2 Marks | L | C02 |
| 5 | Explain and list how events are classified.                         | 2 Marks | L | C03 |

**Part B**

**Answer ALL Questions. Each question carries 10 marks.**

**4QX10M=40M**

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|---|---|----------|---|-----|
| 6 | Discuss the 5C's framework of event management in detail. | 10 Marks | L | C01 |
|---|---|----------|---|-----|

**Or**

- |   |  |          |   |     |
|---|--|----------|---|-----|
| 7 | Plan an imaginary event of any scale and apply the 5C's framework of event management.       | 10 Marks | L | C01 |
| 8 | Enlist and Explain the various event management personals, their roles and responsibilities. | 10 Marks | L | C02 |

**Or**

- 9** What the key elements of event management? Elucidate. **10 Marks** **L** **CO2**
- 10** Imagine that you are an event manager tasked with organizing a large-scale wedding in Rajasthan, India, for a high-profile client. The event spans three days and includes multiple ceremonies, cultural performances, and a guest list of 500 people, including international attendees. The event will take place at a heritage palace, and you are expected to incorporate traditional Indian elements while ensuring a luxury experience.
- 10a.** How would you design a conceptual framework for the event that blends traditional Indian wedding rituals with modern luxury? **4 Marks** **L** **CO1**
- 10b.** What steps would you take to manage the logistics of the event, considering the large guest list, international attendees, and the use of a heritage venue? **3 Marks** **L** **CO1**
- 10c.** How would you communicate with the high-profile client to ensure their expectations are met? **3 Marks** **L** **CO1**

**Or**

- 11** You are an Event Manager tasked with overseeing a two-day high-profile music festival in Mumbai, India. The festival will feature multiple stages with live performances by international and local artists, food and beverage stalls, brand activations, and interactive entertainment zones. It is expected to attract 20,000 attendees and includes VIP guests and media coverage. Your role is to ensure the smooth execution of the event from planning to post-event analysis, while handling real-time challenges during the event.
- 11a.** During the festival, an unexpected rainstorm occurs, disrupting performances and technical equipment. How would you manage the situation to minimize disruption and ensure the safety of attendees and performers? What immediate actions would you take, and how would you communicate with the team, performers, and audience? **4 Marks** **L** **CO1**
- 11b.** The success of the festival depends on seamless coordination among teams (logistics, technical, security, vendors, etc.). How would you delegate responsibilities to your team during the event? **3 Marks** **L** **CO1**
- 11c.** You are working with multiple vendors for food stalls, stage setup, lighting, and branding activations. On the day of the event, a key vendor experiences delays in setting up. How would you manage this issue while keeping the festival on schedule? **3 Marks** **L** **CO1**

- 12** You are an event manager hired by a multinational company to organize a two-day corporate conference in Bengaluru, India. The conference will bring together 300 business leaders from across India and international locations to discuss technology trends and digital transformation. The event will feature keynote speakers, panel discussions, networking sessions, and an awards ceremony. The client expects a seamless blend of professional atmosphere and interactive, engaging experiences for attendees.
- 12a.** How would you design the conference's theme and activities to align with the client's focus on technology trends and innovation? Describe how you would incorporate technology (e.g., virtual reality, AI-powered networking tools) to enhance attendee engagement. **5 Marks** **L** **CO2**
- 12b.** What logistical challenges might arise when organizing a large conference at a 5-star venue in Bengaluru, and how would you address them? Consider aspects such as transportation for international guests, accommodations, tech setup, and on-site support. **5 Marks** **L** **CO2**

**Or**

- 13** You are the event manager hired to organize a **destination wedding** in **Goa, India** for a high-profile client. The wedding will span **three days** and include multiple ceremonies, a beachside reception, live entertainment, and accommodation for 200 guests. The client has set a budget of **₹50 lakh** (5 million INR) for the entire event. Your responsibility is to ensure that all aspects of the event, from logistics to entertainment, stay within budget while delivering a luxury experience.
- 13a.** How would you allocate the ₹50 lakh across different components of the wedding (e.g., venue, catering, entertainment, accommodation, décor)? Provide a detailed breakdown of the major expense categories and explain how you prioritize spending while maintaining a high-quality experience for the client. **5 Marks** **L** **CO2**
- 13b.** Given the budget constraints, how would you approach selecting vendors for key services such as catering, décor, and entertainment? What criteria would you use to ensure that the chosen vendors meet both quality and budgetary requirements **5 Marks** **L** **CO2**