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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 15 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| --- | --- | --- |
| **School:** SOMS | **Program:** BAJMC | |
| **Course Code :** BAJ3010 | **Course Name :** Event Management | |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **24** | **26** | **40** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | What are the key objectives of event management? | **2 Marks** | **L1** | **CO1** |
| **2** | Describe the role of marketing in event promotion | **2 Marks** | **L1** | **CO1** |
| **3** | List the main components of event budgeting. | **2 Marks** | **L1** | **CO1** |
| **4** | Explain the importance of fire safety regulations in events. | **2 Marks** | **L1** | **CO1** |
| **5** | What is crowd management in the context of events? | **2 Marks** | **L1** | **CO1** |
| **6** | Differentiate between Mega Events and Minor Events | **2 Marks** | **L1** | **CO2** |
| **7** | Describe the role of an operations manager in event execution. | **2 Marks** | **L1** | **CO2** |
| **8** | What are the major challenges in crisis management during events? | **2 Marks** | **L1** | **CO3** |
| **9** | What are the common risks involved in organizing events? | **2 Marks** | **L1** | **CO3** |
| **10** | Define feasibility study in the context of event planning. | **2 Marks** | **L1** | **CO3** |

**Part B**

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| **Answer the Questions Total 80 Marks.** | | | | | |
| **11.** | **a.** | Explain the key elements involved in the organizational structure of an event management company. | **20 Marks** | **L2** | **CO2** |
| **or** | | | | | |
| **12.** | **a.** | Discuss how HR planning and job descriptions help streamline event operations. | **20 Marks** | **L2** | **CO2** |
|  |  |  |  |  |  |
| **13.** | **a.** | Analyze a case study of an event that failed due to poor planning. Suggest ways it could have been improved. | **20 Marks** | **L3** | **CO3** |
| **or** | | | | | |
| **14.** | **a.** | Create a detailed event schedule for a Diwali celebration organized for corporate employees. | **20 Marks** | **L3** | **CO3** |

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| **15.** | **a.** | Evaluate the financial viability of a sporting event, including budgeting, sponsorship, and contingency planning. | **20 Marks** | **L4** | **CO4** |
| **Or** | | | | | |
| **16.** | **a.** | Plan a cultural festival for 10,000 attendees, focusing on logistics, vendor management, and risk mitigation. | **20 Marks** | **L4** | **CO4** |

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| **17.** | **a.** | Develop a risk management plan for a wedding event facing vendor delays and weather concerns. | **20 Marks** | **L4** | **CO4** |
| **Or** | | | | | |
| **18.** | **a.** | Discuss the role of technology (e.g., AR, VR, live streaming) in enhancing modern events | **20 Marks** | **L4** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***