Roll No											

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Odd Semester End Term Examination

Date: 15/12/2025 **Time:** 01.00 PM - 04.00 PM

Course Code: BAJ3010	**Course Name:** Event Management	
Semester: V SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	20	45	45

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 Following Questions. 30M

Qn.	Questions	M	CO	BT
1	Summarize the different types of events based on size	5.0	CO1	BT2
2	Outline how events as we know today came into being from ancient times to modern time.	5.0	CO1	BT2
3	Identify the characteristics of event objectives.	5.0	CO2	BT3
4	Identify the types of event feasibility study.	5.0	CO2	BT3
5	Analyze the importance of planning a contingency fund in an event budget.	5.0	CO3	BT4
6	Elaborate on any three ethical practices in event management.	5.0	CO4	BT6

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT
7	Explain the 5 C's of Event Management.	10.0	CO1	BT2

8	Identify the external and operational risks to consider while selecting a venue.	**10.0**	**CO2**	**BT3**
9	Compare the contents of a invite & social media initiatives that you would make for a press conference event and an inter departmental youth fest.	**10.0**	**CO3**	**BT4**
10	Analyze a press conference event conducted by your department and do a comprehensive SWOT analysis of the same.	**10.0**	**CO3**	**BT4**
11	Discuss the different ethical practices in event management.	**10.0**	**CO4**	**BT6**
12	Discuss the importance of report writing and documentation in event management.	**10.0**	**CO4**	**BT6**

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Analyze the components of integrated event marketing in the media planning process of an event.	**20.0**	**CO3**	**BT4**
14	Compile a set of debriefing questions for a cultural and an educational event.	**20.0**	**CO4**	**BT6**