

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021

Course Code : BAJ3010

Course Name : Event Management

Program : BA Journalism and Mass Communication

Date : 08-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

4X5M=20M

1. What are different types of events?
(CO1) [Knowledge]
2. What are the Role and Responsibilities of the Event manager?
(CO2) [Knowledge]
3. Why do we need policies and procedure documentation when dealing with Human resource management?
(CO3) [Knowledge]
4. Give examples of an online event and highlight the USP of the same.
(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

5. Explain Event as a Communication and Marketing tool.
(CO1) [Comprehension]
6. Who is a event manager? What are the skills an event manager must have? Give examples how those skills contribute in the management process.
(CO2) [Comprehension]

7. Explain the concept of Human resource management in terms of Need Assessments, Policies and Procedures, Job Descriptions, Recruitment and Motivation.
(CO3) [Comprehension]
8. Elaborate on the significance of Flyers, posters /newsletters as promotional tools.
(CO4) [Comprehension]
9. Explain the event evaluation procedure.
(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2X15M=30M

10. Explain the 5C's of Event Management.
(CO1) [Application]
11. Imaginer you have K pop event and your target audiences are youth in particular the young girls. Create an advertising communication strategy and explain why you opted those promotional tools.
(CO4) [Application]