PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - OCT 2023

Semester : Semester V - 2021
Course Code : BAJ3010
Course Name : Sem V - BAJ3010 - Event Management
Program : BAJ

Date : 2-NOV-2023
Time : 11:30AM - 1:00PM
Max Marks : 50
Weightage : 25%

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   **(5 X 2 = 10M)**

1. Give example of a corporate event

(CO1) [Knowledge]

2. Give example of a private event.

(CO1) [Knowledge]

3. Give example of a social event.

(CO1) [Knowledge]

4. What is the role of advertising team in event management?

(CO2) [Knowledge]

5. What is an event management company?

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **(2 X 10 = 20M)**

6. EElaborate the 5C's of Event Management.

(CO1) [Comprehension]

7. Create a timeline/event flow of any event of your choice.

(CO2) [Comprehension]

ANSWER ALL THE QUESTIONS (1 X 20 = 20M)

8. Come up with a concept note of an event that you wish to organize and explain which category of event, the perspectives of (5Ws) and justify your choices.

(CO1) [Application]