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End Semester Examination, December 2024
B.A. (JMC)– Vth Semester
EVENT AS A MARKETING TOOL (SBJ305A)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 Attempt any five questions:

- | | |
|--|-------------|
| a) Define an event. | [CO1] [L-1] |
| b) Explain why events are used as a marketing tool. | [CO1] [L-1] |
| c) What is event infrastructure? | [CO1] [L-1] |
| d) Define “logistics” in event management. | [CO1] [L-1] |
| e) Mention one key function of an event organizer. | [CO1] [L-2] |
| f) List two elements of HR management in event management. | [CO1] [L-1] |
| g) What is the purpose of visitor surveys in events? | [CO1] [L-2] |
| | 2x5 |

PART-B

- Q.2 Discuss the importance of events as communication and marketing tools. How do they contribute to brand building? [CO-2] [L-2] **10**

OR

Explain the growing importance of events like exhibitions and seminars in today's world, providing examples to support your answer. [CO-2] [L-3] **10**

- Q.3 Analyze the role of committee systems in event management. How do they impact the success of an event? [CO-3] [L-4] **10**

OR

Examine the operations plan within an event management company. How does it contribute to successful event execution? [CO-3] [L-4] **10**

- Q.4 Evaluate the importance of HR policies and procedures in planning a successful event. Use examples to support your points. [CO-4] [L-5] **10**

OR

Describe the budgeting process for an event and explain how to manage cost and revenue effectively. [CO- 4] [L-3] **10**

- Q.5 Discuss the concept of event evaluation, including methods for gathering feedback and measuring success. [CO-5] [L-5] **10**

OR

Write a report on any event conducted by you with help of event planner. [CO- 5] [L-] **10**