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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY**T.Y.B.B.A (HON-HM) SEM-V EXAMINATION (HM/TTM)****THURSDAY, 9th NOVEMBER, 2017****10:00 AM TO 12:00 PM****EVENT MANAGEMENT****UM05CBBH07/T07****Total Marks: 60****Note: 1. Figures to the right indicate marks of the questions.****2. Answers should be precise and to the point.**

- Q.1 (A) Discuss various types of events. [07]
 (B) Write a note on designing the event. [08]
- OR
- Q.1 (A) Discuss various sizes of an event with suitable examples. [08]
 (B) Explain developing the concept of an event in detail. [07]
- Q.2 What do you mean by feasibility? What are the important keys for a successful event? [15]
- OR
- Q.2 Outline the process of an event marketing in brief with suitable flowchart. [15]
- Q.3 (A) Write a note on sponsorship. [05]
 (B) Define marketing mix. Discuss all 4 P's involved in marketing mix in case of an event. [10]
- OR
- Q.3 Define promotion. Explain the terms: Branding, Advertising, Publicity and Public relation. [15]
- Q.4 Developing the theme of an event. Explain. [15]
- OR
- Q.4 (A) Write notes on: Choosing the event site and Conducting Rehearsals. [08]
 (B) How do you analyze the concept of an event? [07]

(1)