

SEAT No. _____

No. of Printed Pages : 1

[54 & A-39]

SARDAR PATEL UNIVERSITY

Fo Y BBA (Honours) (HM) (4 Years)

Semester- VIII Examination

2018

Tuesday, 10th April

02:00 P.M. to 04:00 P.M.

SUBJECT : EVENT MANAGEMENT (UM08CBBH01)

Total Marks : 60

- Q-1** Describe various types of Events. Also, explain elements to be considered in developing an Event Concept. (15)

OR

- Q-1** Discuss about developing and analysing the concept of an Event. (15)

Q-2

- (A) Write a note on - Marketing Mix of an Event. (07)

- (B) Draft a Sponsorship letter for an event of your choice. (08)

OR

- Q-2** Explain the process of Event Marketing. (15)

- Q-3** Write Shot Notes (ANY TWO) (15)

1. Image/Branding

2. Public Relation

3. Publicity

- Q-4** Explain various aspects to be considered before developing the theme of the event by the event organizer. (15)

OR

Q-4

- (A) Prepare event proposal for Event of your choice. (08)

- (B) Write a note on – Conducting Rehearsals (07)

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