

SEAT No. _____

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[A-22/A23]

SARDAR PATEL UNIVERSITY

B.B.A. (SEM-VIII) (HONOURS)-HM/TTM (4 YEARS) EXAMINATION

MONDAY, 10TH APRIL, 2017

SUB: EVENT MANAGEMENT- UM08CBBH01/T01

TIME: 02:00 PM TO 04:00 PM

TOTAL MARKS: 60

- Q-1 (A) What are the types of Events? (10)
(B) What are the elements that needs to be considered in developing an event concept? (05)

OR

- Q-1 (A) Write a note on: Designing of Event (8)
(B) Illustrate the various sizes of event with suitable example. (7)

- Q-2 Elaborate the process of event marketing with suitable flowchart. (15)

OR

- Q-2 (A) What do you mean by marketing mix? Discuss 4Ps in it. (8)
(B) Write a note on sponsorship. (7)

- Q-3 Write a note on: (15)
a) Public Relation
b) Advertising

OR

- Q-3 Discuss the following elements involved in promotion: (15)
a) Branding
b) Publicity

- Q-4 Write a note on: Developing the theme (15)

OR

- Q-4 (A) What will you keep in mind while selecting site for an event. (8)
(B) What services are essential to the staging of most events? (7)
