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BBABMC 333

**Choice Based Credit System V Semester B.B.A. Degree
Examination, April/May 2022
(2021 – 22 Onwards)**

EVENT MANAGEMENT AND PUBLIC RELATIONS

Time : 3 Hours

Max. Marks : 120

SECTION – A

I. Answer **any four** of the following questions. **(4×6=24)**

- 1) Define event. Write the characteristics of event.
- 2) Explain the fire brigade in event management.
- 3) Write a note on electricity for event management.
- 4) Write a note on computer aided event management.
- 5) Write a note on 'catering' in event management.
- 6) State the importance of media for an event.
- 7) State any four types of corporate events.

SECTION – B

II. Answer **any four** of the following questions. **(4×12=48)**

- 8) Explain the procedure to conduct to an event.
- 9) Explain the benefits of record keeping system of event management.
- 10) Explain the permissions and licences for conduct an event.
- 11) Explain the public relations strategy.

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- 12) Write a note on SWOT analysis of an event.
- 13) Write a brief note on corporate event reporting.
- 14) Is entertainment needed in corporate events ? Explain.

SECTION - C

III. Answer **any two** of the following questions.

(2x24=48)

- 15) Briefly explain the type of events and need for an event management.
- 16) Explain the various principles of holding an event.
- 17) How does manager organise the events and assign responsibilities to the various people involved in the event ?
- 18) Give the meaning of public relations. Explain its importance and limitations.