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BBABMC 333

**Choice Based Credit System V Semester B.B.A. Degree
Examination, February/March 2023
(2021-22 Onwards)**

EVENT MANAGEMENT AND PUBLIC RELATIONS

Time : 3 Hours

Max. Marks : 120

SECTION – A

Answer **any four** of the following questions (**6 marks each**) :

(4×6=24)

1. What is record keeping system ? Explain the steps in developing a record keeping system.
2. Write a note on various taxes applicable to an event.
3. Explain the steps of creating a budget for an event.
4. Write a note on organising tables.
5. What is brainstorming ? Explain the process of brainstorming.
6. Define an event. Write the characteristics of an event.
7. Write a note on different types of corporate reporting.

SECTION – B

Answer **any four** of the following questions (**12 marks each**) :

(4×12=48)

8. Explain the procedure to conduct an event.
9. What are the steps to organise an event ?

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10. What is computer aided event management ? Explain the advantages of computer aided event management.
11. Explain the various steps involved in media management of an event.
12. Define public relations. Explain the various types of media used in public relations.
13. Explain the various types of corporate events.
14. What is corporate entertainment ? Explain the need and types of corporate entertainment.

SECTION – C

Answer **any two** of the following questions (24 marks each) : (2×24=48)

15. Explain the need for event management. Describe the different type of events.
 16. Explain the permissions and licenses required to conduct an event.
 17. Explain the various arrangements to be made in organising corporate events.
 18. Explain the process of planning for corporate events.
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