

[A-8]

SARDAR PATEL UNIVERSITY
B.A. (Hons) SEMESTER 6th EXTERNAL EXAMINATION

Subject: Journalism and Mass Communication

Paper: Event management (UA06EEJM05)

Date: 10-10-2020 (Saturday)

Time: 03: 00 pm to 05:00 pm

Total marks: 60

Q1 WRITE 20 OUT OF 20 (each carry one mark)

Question 1

What is another name for contingency planning?

- a) Synergy planning b) Ad hoc planning c) Business level planning
d) Scenario planning

Question 2

What is a definition of an objective?

- a) A defined specified outcome to be achieved in the long-term
b) A clear set of goals to be attained given a set number of resources
c) A clearly defined and measurable outcome to be achieved over a specified timeframe
d) A set standard of performance agreed by workers and managers

Question 3

What does the acronym SMART stand for?

- a) Suitable, measurable, actionable, rewarded and timely
b) Specific, measurable, actionable, resourced and timely
c) Standardised, measurable, achievable, rewarded, and timely
d) Specific, measurable, achievable, rewarded and timely

Question 4

What one of the following is not a key management skill in planning?

- a) Conceptual skills
b) Analytical skills
c) IT and computing skills
d) Communication skills

Question 5

An event manager must recruit personnel during which stage of an event management plan?

- A) coordinating the event B) scheduling the event
C) negotiating the contract for the event D) staging the event

6. Event staff who work for no pay are called:

- a. Casual staff
b. Volunteer staff
c. Part-time staff
d. Event staff

7. Ensuring that local community stakeholders are supportive of the event is important because:

- a. It helps the smooth running of the event
b. It is a legal requirement
c. It helps to attract local participants
d. It discourages participants from outside of the community

8. It is advisable that the Event Director:

- a. Is solely responsible for making important decisions about the event
 - b. Consults with stakeholders before making important decisions about the event
 - c. Leaves important decisions about the event to stakeholders
 - d. Forms a committee to make decisions about the event
9. Which of the following is not a function of the event organising committee?
- a. Provide advice to the event director
 - b. Take a share of the tasks involved in organising of the event
 - c. Develop the event management plan
 - d. Share in the process for making important decisions about the event
10. Which of the following should be developed first:
- a. The events marketing strategy
 - b. Sponsorship proposals for the event
 - c. Event plan
 - d. A work breakdown structure

Q11 to Q15 True or False

- 1. Stall owner must submit a completed application form for the licensing of the food stall to the Health Board two months prior to the commencement of the event.
 - 2. Road closure order is necessary prior to application Provide insurance indemnity Public advertisement Standard fee, plus other charges to be determined in relation to road usage.
 - 3. Indoor event license regulations are not applicable for venue selection.
 - 4. In logistics Booking of Entertainment places are included.
 - 5. Sports dressing are very important if the Event Manager wants to impress his guests.
16. What is an appropriate tool to show the schedule of an event graphically?
- a) A Gantt Chart
 - b) A Time Analysis
 - c) A Task Analysis
 - d) A Site Plan
17. How an event organisation decides on what market it will focus its marketing mix on is part of which of the following processes....
- a) Post event feedback analysis
 - b) Communication and promotion
 - c) Segmentation, targeting & positioning
 - d) Advertising and sales
18. Perceptual Mapping...?
- a) Allows event managers to identify key event hazards
 - b) Allows event managers to visualize the event experience from the attendees perspective
 - d) Helps attendees to understand the layout of an event
 - e) Is a method of developing a SWOT ANALYSIS?
19. What does WBS stand for?
- a) Working By Schedule
 - b) Weight Bearing Standard

- c) Waste Burial Scheme
 - d) Work Breakdown Structure
20. The term B2C refers to?
- a) Business to customers
 - b) Back to consumer
 - c) Business to consumer
 - d) Brand to customer

Q2	"Event evaluation is the process of critically observing, measuring and monitoring the implementation of an event in order to assess its outcomes accurately. Evaluation is a continuous process that takes place throughout the life of an event. However, it has three key phases..." Discuss the three key phases when an event should be evaluated and give examples in your answer.	15 marks
	Or	
Q2	"Don't find customers for your products; find products for your customers." Justify your answer with examples	15 marks
Q3	Write shorts notes on (any 5) 1) Explain post event activities done by event management team. 2) Event permission 3) conduct video press conference by Dy.CM of Gujarat organize by Gujarat information department 4) Prepare an event budget for your department symposium. 5) Explain in detail about the types of events. 6) Discuss about various logistics used in event management. 7) Explain about the role of Government while conducting an event 8) What are the requirements and constraints of an event? 9) B2B Events 10) To do list of event	25 marks

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