

(60)

SEAT No. _____

No. of Printed Pages : 3

B.A. (Advanced) SARDAR PATEL UNIVERSITY
SEMESTER 6TH EXTERNAL EXAMINATION

Subject: Journalism and Mass Communication

Paper: Event management (UA06EEJM05)

Date: 05-04-2018 (Thursday)

Time: 02pm to 04 pm

Total marks: 60

Q1 WRITE 15 OUT OF 15 (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

Question 6

Event managers must post signs to direct spectators while:

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

Question 7

Notifying local residents and businesses of traffic plans improves:

- A) selling B) advertising C) community relations D) sales promotion

(1)

(P.T.O.)

Question 8

Threats are (according to events)

- A) Opportunities of the event B) external factors that influence the event
C) Strengths of the event D) chances for unexpected, favourable outcomes

Question 9

Safety risks include

- A) Negotiations B) reconciliation C) finances D) sabotage

Question 10

Event marketing is

- A) Tangible B) a goods C) a product D) a service

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.

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	"Mismanagement of finance can lead to unforeseen operational risk, such as safety, crowd control and legal problems" Discuss if the above quotation is true or false and give justification to your answer by using examples and relating them to an event.	15 marks
Q3	Prepare an event plan for budget wedding (budget of 7 lacks) it includes all Hindu marriage rituals. (Hint: ornaments, dinner or lunch etc.....)	15 marks

Q3	"Don't find customers for your products; find products for your customers." Justify your answer with examples	15 marks
Q4	Write short notes on (any 2) 1) Explain post event activities done by event management team. 2) How will you organize your new product launch? 3) Explain the skills needed for a logistics coordinator. 4) Prepare an event budget for your department symposium.	15 marks

3

