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(A-44/45) **SARDAR PATEL UNIVERSITY**  
Vallabh Vidyanagar

**SEM – VIII Fourth Y BBA (HONOURS) (HM & TTM) EXAMINATION**

**Subject: EVENT MANAGEMENT (UM08CBBH01/T01)**

**Date: 18/04/2015**

**Marks: 60**

**Day: Saturday**

**Time: 2:30 to 4:30 PM**

- Q: 1 Classify and describe events according to size & type with examples. (15)  
OR
- Q: 1 Discuss event characteristic in detail. (15)
- Q: 2 Discuss process of event marketing. (15)  
OR
- Q: 2 Discuss nature of event marketing. (15)
- Q: 3 Discuss the feasibility of event concepts. (15)  
OR
- Q: 3 Discuss key to an event success developed by Ernst & Young. (15)
- Q: 4 Develop a theme and décor that is consistent with the purpose (with an example). (15)  
OR
- Q: 4 Evaluate an event site to assess its suitability for an event of your choice. (15)