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# SARDAR PATEL UNIVERSITY

Fo. Y. BBA (HM & T&TM) (SEMESTER – VIII) Examination

2016

Saturday, 9<sup>th</sup> April

02:30 P.M. to 04:30 P.M.

Subject : Event Management

UM-O8-CBB-H01/T01

Total Marks : 60

Q-1 Discuss various types of event. (15)

OR

Q-1 Explain various size of event. Also, explain in brief about Designing the Event. (15)

Q-2 Explain process of Event Marketing. (15)

OR

Q-2 Discuss keys to success for event. (15)

Q-3 Write short notes (Any Two) (15)

1. Advertising
2. Publicity
3. Public Relation

Q-4 Discuss various aspects before developing the theme of the event. (15)

OR

Q-4 Write a note on : (15)

1. Choosing the event site
2. Conducting rehearsals

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