

[54 & A-39] SARDAR PATEL UNIVERSITY**Fo Y BBA (Honours) (HM) (4 Years)****Semester- VIII Examination****2018****Tuesday, 10th April****02:00 P.M. to 04:00 P.M.****SUBJECT : EVENT MANAGEMENT (UM08CBBH01)****Total Marks : 60**

Q-1 Describe various types of Events. Also, explain elements to be considered in developing an Event Concept. (15)

OR

Q-1 Discuss about developing and analysing the concept of an Event. (15)

Q-2

(A) Write a note on - Marketing Mix of an Event. (07)

(B) Draft a Sponsorship letter for an event of your choice. (08)

OR

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

Q-3 Write Shot Notes (ANY TWO) (15)

1. Image/Branding

2. Public Relation

3. Publicity

Q-4 Explain various aspects to be considered before developing the theme of the event by the event organizer. (15)

OR**Q-4**

(A) Prepare event proposal for Event of your choice. (08)

(B) Write a note on – Conducting Rehearsals (07)

— X —