

[56]

**SARDAR PATEL UNIVERSITY**

Fo Y BBA (Honours) (T&amp;TM) (4 Years)

Semester- VIII Examination

2018

Tuesday, 10<sup>th</sup> April

02:00 P.M. to 04:00 P.M.

**SUBJECT : EVENT MANAGEMENT (UM08CBBT01)****Total Marks : 60**

- Q-1 Explain various types of an Event. (15)
- OR
- Q-1
- (A) Write a note on – Designing the Event (09)
- (B) Write a note on – Size of Events (06)
- Q-2 Describe the process of Event Marketing. (15)
- OR
- Q-2
- (A) Explain Marketing Mix of an Event. (06)
- (B) Write a note on – Sponsorship (09)
- Q-3 Write note on : (15)
1. Image/Branding
2. Publicity
- OR
- Q-3 Write note on : (15)
1. Advertising
2. Public Relation
- Q-4 Explain different aspects of the theme that need to be carefully considered by the event organizer. (15)
- OR
- Q-4
- (A) Evaluate an event site to assess it's suitability for an event. (08)
- (B) Explain the services which are essential for staging of most events. (07)

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