

SEAT No. _____

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(38)

SARDAR PATEL UNIVERSITY

Fo Y BBA (Honours) (HM) (4 Years)

Semester- VIII Examination

2019

Monday, 8th April

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

SUBJECT : EVENT MANAGEMENT (UM08CBBH01)

Total Marks : 60

Q-1 Describe developing the concept and analysing the concept of an event. (15)

OR

Q-1 Explain the concept of an Event. Also, discuss different types of an event. (15)

Q-2 Explain keys to success for an event developed by Ernst and Young. (15)

OR

Q-2 (A) Explain nature of event marketing. (07)

(B) Write a note on : Marketing mix of an event (08)

Q-3 Write note on : (15)

1. Image/Branding
2. Public Relation

OR

Q-3 Write note on : (15)

1. Advertising
2. Publicity

Q-4 Write in detail about developing the Theme of an event. (15)

OR

Q-4 Write note on : (15)

1. Selection of an event site
2. Conducting Rehearsals