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SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**

**T.Y.B.B.A. (HM) EXAMINATION**

**SEMESTER-V**

**TUESDAY, 23<sup>rd</sup> OCTOBER, 2018**

**10:00 A.M TO 12:00 P.M**

**UM05CBBH07**

**EVENT MANAGEMENT**

**TOTAL MARKS: 60**

- Note:** 1. Figures to the right indicate marks of the questions.  
2. Answers should be precise and to the point.

- Q.1. (A) What are the elements that need to be considered in developing a concept of an event? [08]  
(B) What are the types of event? [07]
- OR
- Q.1. (A) How will you analyze the concept of an event? [08]  
(B) Discuss various sizes of an event with suitable examples of events. [07]
- Q.2. Elaborate the process of event marketing with suitable flowchart. [15]
- OR
- Q.2. (A) Define feasibility. What are the different keys for success of an event? [08]  
(B) What is marketing mix? Describe each and every element of it. [07]
- Q.3. What is promotion? Explain branding and advertising in brief. [15]
- OR
- Q.3. Write notes on: (a) Publicity, (b) Public Relation. [15]
- Q.4. Write a brief note on: Developing the theme. [15]
- OR
- Q.4. (A) Explain: Conducting rehearsals and Providing services. [08]  
(B) What will you consider for choosing the event site? [07]

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(1)