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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(JAMC) (Sem.-4)
EVENT MANAGEMENT
Subject Code : BJAMC-210
M.Code : 13022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTION-B** contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. **SECTION-C** contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) Events
- b) Communication
- c) Exhibition
- d) Seminar
- e) Promotion
- f) Meeting
- g) Program
- h) Sponsor
- i) Location
- j) HRM

SECTION-B

2. Define Event Management.
3. What is an organization?
4. Why is visitor's survey done?
5. What is a program portfolio?
6. List measures of financial performance.

SECTION-C

7. Discuss the growing importance of event management.
8. Highlight the importance of market research.
9. What are the steps taken in the organization of an event?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.