



71425

IV Semester B.C.L.S. Examination, September/October 2022
(CBCS Scheme)

Paper – 4.7 : PRINCIPLES OF EVENT MANAGEMENT

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **two** marks. (5×2=10)

1. a) What do you mean by an event ?
- b) What is Brain storming ?
- c) What do you mean by public relation ?
- d) State any two principles of SCM.
- e) What is event budget ?
- f) What is corporate event ?
- g) What is conference ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. Explain the features of event management.
3. Explain the roles and responsibilities of event manager.
4. Explain the basic elements of budgeting in corporate events.
5. Briefly explain the types of Media.
6. State the importance of corporate events.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. **(3×14=42)**

7. Explain the principles for holding an event.
8. How do you analyse an event ? Explain the objectives of event management system.
9. What are the essentials of brain storming ? Explain the brain storming sessions.
10. Explain the different types of corporate events.
11. Explain the importance of communication and budgeting of an event management.