

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: BHMCT  
BRANCH: HMCT**

**SEMESTER : VIII  
SESSION : SP/19**

**SUBJECT: HM8039 EVENT MANAGEMENT**

**TIME: 3.00 HOURS**

**FULL MARKS: 60**

**INSTRUCTIONS:**

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
  2. Candidates may attempt any 5 questions maximum of 60 marks.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
- 

- |  |     |
|--|-----|
| Q.1(a) Define event.   | [2] |
| Q.1(b) Enlist the characteristics of event.                                | [4] |
| Q.1(c) Discuss mega events with examples.                                  | [6] |
| Q.2(a) Enlist the objectives of event.                                     | [2] |
| Q.2(b) Discuss the elements required in developing an events.              | [4] |
| Q.2(c) Elaborate five event planning skills required to organize an event. | [6] |
| Q.3(a) How to make an event financially viable?                            | [2] |
| Q.3(b) How stakeholders are affected by the event?                         | [4] |
| Q.3(c) Illustrate the SWOT analysis of an event.                           | [6] |
| Q.4(a) State different views of marketing.                                 | [2] |
| Q.4(b) Discuss the key steps of event promotion.                           | [4] |
| Q.4(c) Discuss the process of event marketing.                             | [6] |
| Q.5(a) Define orientation.   | [2] |
| Q.5(b) Explain in details crowd management plan.                           | [4] |
| Q.5(c) Explain different stages of logistics.                              | [6] |
| Q.6(a) Define risk management.   | [2] |
| Q.6(b) Elaborate the methods of identifying risks.                         | [4] |
| Q.6(c) Discuss the five-step process of risk management.                   | [6] |
| Q.7(a) Enlist the traits of a leader.                                      | [2] |
| Q.7(b) Discuss autocratic leadership style.                                | [4] |
| Q.7(c) Explain the purpose and importance of recruitment process.          | [6] |

:::01/05/2019:::M