

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER: VIII
SESSION : SP/2020**

SUBJECT: HM8039 EVENT MANAGEMENT

TIME: 1.5 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The total marks of the questions are 30.
 2. Candidates may attempt for all 30 marks.
 3. In those cases where the marks obtained exceed 25 marks, the excess will be ignored.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. The missing data, if any, may be assumed suitably.
 6. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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| Q1 | (a) Define event. | [2] |
| | (b) Describe the characteristics of successful event. | [3] |
| Q2 | (a) What is mega event? | [2] |
| | (b) Describe any two types of event. | [3] |
| Q3 | (a) How would you select event venue? | [2] |
| | (b) Describe the elements of organizing an event. | [3] |
| Q4 | (a) Enlist the key factors for developing an event concept. | [2] |
| | (b) Describe any two licenses required for organizing a musical event in India. | [3] |
| Q5 | (a) Define legal compliance of an event. | [2] |
| | (b) Describe the risk factors of organizing an event. | [3] |
| Q6 | (a) Write short notes on PPL. | [2] |
| | (b) Describe the SWOT analysis of an event. | [3] |

::: 03/03/2020 :::E