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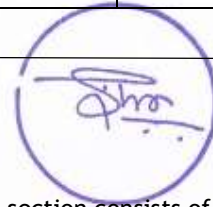
Branch: Signature of Invigilator:

Semester: IVth / VIth Date: 30/04/2022 (MORNING)

Subject with Code: HM326 EVENT MANAGEMENT

Marks Obtained	Section A (30)	Section B (20)	Total Marks (50)

INSTRUCTION TO CANDIDATE



1. The booklet (question paper cum answer sheet) consists of two sections. First section consists of MCQs of 30 marks. Candidates may mark the correct answer in the space provided / may also write answers in the answer sheet provided. The Second section of question paper consists of subjective questions of 20 marks. The candidates may write the answers for these questions in the answer sheets provided with the question booklet.
2. The booklet will be distributed to the candidates before 05 minutes of the examination. Candidates should write their roll no. in each page of the booklet.
3. Place the Student ID card, Registration Slip and No Dues Clearance (if applicable) on your desk. All the entries on the cover page must be filled at the specified space.
4. Carrying or using of mobile phone / any electronic gadgets (except regular scientific calculator)/chits are strictly prohibited inside the examination hall as it comes under the category of unfair means.
5. No candidate should be allowed to enter the examination hall later than 10 minutes after the commencement of examination. Candidates are not allowed to go out of the examination hall/room during the first 30 minutes and last 10 minutes of the examination.
6. Write on both side of the leaf and use pens with same ink.
7. The medium of examination is English. Answer book written in language other than English is liable to be rejected.
8. All attached sheets such as graph papers, drawing sheets etc. should be properly folded to the size of the answer book and tagged with the answer book by the candidate at least 05 minutes before the end of examination.
9. The door of examination hall will be closed 10 minutes before the end of examination. Do not leave the examination hall until the invigilators instruct you to do so.
10. Always maintain the highest level of integrity. Remember you are a BITian.
11. Candidates need to submit the question paper cum answer sheets before leaving the examination hall.

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

CLASS: B.TECH
BRANCH: ALL

SEMESTER: IV/VI
SESSION: SP/22

SUBJECT: HM 326 Event Management

TIME: 2 Hrs.

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 2 sections of 30 marks and 20 marks respectively.
 2. Candidates may attempt all questions maximum of 50 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.
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Section A

Multiple Choice Questions (30x1= 30Marks)

- Q1. An event is the occurrence happening at the determined
a) Time b) Place c) Time and place d) Human presence
- Q2. Which among these is not the characteristic of an event?
a) Once in a lifetime experience b) Expensive to stage
c) Long time span d) High level of risk
- Q3. A special event is an opportunity for leisure to the
a) Customer b) Organizer c) Sponsor d) Host
- Q4. The largest events generally targeted at international markets are called
a) Mega events b) Regional events c) Major events d) Minor events
- Q5. Entertainment, Arts and Culture events are best described as
a) MICE b) Showbiz c) Cultural d) Charity dinner
- Q6. An event where the primary activity of the attendees is to attend educational sessions, participate in meetings and discussions, socialize, or attend other organized events is called
a) Meeting b) Exhibition c) Trade show d) Exposition
- Q7. Planning- finance, marketing, entertainment, catering and human resource management functions are carried out in
a) Pre-event phase b) Post-event phase
c) During-event phase d) Teardown phase
- Q8. Event Management companies are
a) Expanding organizations b) Shrinking organizations
c) Pulsing organizations d) Risky organizations
- Q9. Conceptualization is transformed into event planning through
a) Purpose definition b) Scope definition
c) Program definition d) All the above

- Q10. Project deliverables are the output of
a) Purpose definition b) Scope definition
c) Program definition d) All the above
- Q11. There could bepurpose(s) for the event.
a) Single b) Multiple synchronized
c) Multiple varied d) None of the above
- Q12. Theme of the event should be linked to the
a) Mission b) Vision c) Purpose d) Management
- Q13. Parking is an element of
a) Purpose b) Theme c) Venue d) Audience
- Q14. Stakeholders are identified in which concept design phase?
a) Concept b) Coordination c) Controlling d) Culmination
- Q15. Which element of concept needs to be analysed?
a) Competition b) Regulations c) Both a and b d) None of the above
- Q16. Emotional investment of attendees or guests is considered for analysis of
a) Competition b) Regulations c) Risks d) Community images
- Q17. Poor publicity for a company is its
a) Strength b) Weakness c) Opportunity d) Threat
- Q18. High cost structure for a company is its
a) Strength b) Weakness c) Opportunity d) Threat
- Q19. While planning a budget, careful research is done on
a) Revenue b) Expenditure c) Profit d) Loss
- Q20. Approval for installing amusement devices comes under the purview of
a) Central Government Acts b) State Government Acts
c) Local Government Acts d) None of the above
- Q21. Right to use music in public setting requires permission.
a) True b) false c) Maybe d) Can't say
- Q22. Protection of consumers against misleading advertising and deceptive conduct is covered under
a) Local Government Acts b) Entertainment Industry Legislation
c) Trade Act d) Equal Opportunity Laws
- Q23. Liquor selling and consumption in vulnerable areas has the general off limit of
a) 50 meters b) 75 meters c) 100 meters d) 500 meters

Q24. Liquor license applicable for independent restaurant approved by Department of Tourism, Government of India is

- a) L1 b) L2 c) L3 d) L4

Q25. Example of internal stakeholders is

- a) Suppliers b) Creditors c) Shareholders d) Owners

Q26. Characteristic when services are produced and consumed at the same time

- a) Intangibility b) Inseparability c) Variability d) Perishability

Q27. Which is the first step of marketing process in identifying value?

- a) Market segmentation b) Target marketing
c) Product positioning d) Sales

Q28. Marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea is called

- a) Advertising b) Publicity c) Public relation d) Brand image

Q29. Risk of death or grievous injury or illness is not likely to occur but is possible in

- a) Class A hazard b) Class B hazard c) Class C hazard d) Class d hazard

Q30. Safety is derived from the French word

- a) *Safe* b) *Sauf* c) *Saif* d) *Saef*

Section B

Descriptive Type Questions (5x4= 20Marks)

Q1. What are MICE? Discuss the importance and advantages of MICE activities.

Q2. Describe the concept design and planning of the events. Give suitable example.

Q3. Define SWOT analysis. Illustrate SWOT analysis in an imaginary event management organization.

Q4. Write short note on 4Ps of Marketing Mix.

Q5. What is risk? Describe the process of risk management.