



MS – 437

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IV Semester B.Com. Examination, May 2016
(CBCS) (Fresh) (2015-16 and onwards)

COMMERCE

Paper – 4.7 : Principles of Event-Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written either completely in English or in Kannada.

SECTION – A

Answer any 5 of the following. Each question carries 2 marks :

(5×2=10)

1. a) What is an Event ?
- b) How to obtain a PPL License ?
- c) What do you mean by seminars ?
- d) State any two components of media planning.
- e) Expand EMIS.
- f) What are virtual events ?
- g) What is meant by transit advertising ?

SECTION – B

Answer any 3 of the following. Each question carries 6 marks :

(3×6=18)

2. Briefly explain five qualities of Event Manager.
3. State the rules of brainstorming sessions.
4. Briefly explain the various legislations and tax laws applicable for event.
5. State the objectives of corporate events.
6. Define an event budget. What are the key factors to be considered while preparing the budget ?

P.T.O.



SECTION – C

Answer **any 3** of the following. **Each** question carries **14** marks : **(3×14=42)**

7. Explain in detail record keeping system in event management.
8. State and explain the important areas of decision making involved in event management.
9. What is Media Selection ? Explain the factors affecting Media Selection.
10. Explain the importance and scope of event budgeting in corporate sector.
11. Explain the permission and procedures taken for conducting an event.