



SG – 415

22

IV Semester B.Com. Degree Examination, September/October 2021
(CBCS) (F+R) (2015-16 and Onwards)

COMMERCE

Paper – 4.7 : Principles of Event Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

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

1. a) Mention any four qualities of Event Manager.
- b) Define event management.
- c) What is an event check-list ?
- d) What do you mean by public relations ?
- e) Expand EMIS.
- f) What do you mean by Seminar ?
- g) What are corporate events ?



SECTION – B

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

2. Explain 5C's of Event Management.
3. Explain the utilities of event.
4. Write a short note on brain storming sessions.
5. State the steps to prepare event planning schedule.
6. Write a note on safety of guests and participants in corporate events.

SECTION – C

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

7. How do you analyse an event ? Explain.
8. Explain the principles of holding events.
9. Explain computer aided event management in detail.
10. Explain the various types of media.
11. Explain the job responsibilities of corporate event organisers.

P.T.O.