

S.D.E.
M.B.A. Sem-III (2013 Course) : SUMMER - 2019
SUBJECT : ELECTIVE-I – MEDIA EVENT MANAGEMENT
(Media and Entertainment)

Day : Monday
Date : 20/05/2019

S-2019-5035

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70.

N.B.:

- 1) Attempt any **FOUR** questions from Section-I.
 - 2) Attempt any **TWO** questions from Section-II.
 - 3) Figures to the **RIGHT** indicate full marks.
 - 4) Answer to both the sections should be written in **SAME** Answer book.
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SECTION-I

- Q.1** Explain the importance and need of good verbal communication in conducting an event. (10)
- Q.2** Discuss in detail the leadership skills one should have to conduct an event. (10)
- Q.3** Explain various issues involved in staffing for an event. (10)
- Q.4** Discuss what a 'concept' is, and how do you analyze a concept. Also key to success of a concept. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Establishing objectives for an event
 - b) Code of ethics
 - c) Crowd management
 - d) Various written communication tools.

SECTION-II

- Q.6** As an expert of the event management industry you are expected to highlight the various tools available in planning an event. (15)
- Q.7** A big business home of India plans to float its own media and event management company. The company has a tremendous growth record in all fields that it has ventured in. You are assigned the job of analyzing the market for the same. Conduct a SWOT analysis for the same. (15)
- Q.8** Venkys India is planning to organize a state level football tournament in the state of Maharashtra. You are assigned the job to do the planning and publicity of the event. How will you go about doing the same? (15)

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