

S.D.E.

M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – I : MEDIA EVENT MANAGEMENT
(MEDIA AND ENTERTAINMENT)

Day : **Thursday**
Date : **21/06/2018**

S-2018-4398

Time: **10.00 A.M. TO 1.00 P.M.**
Max. Marks: 70

N. B. :

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer books.
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SECTION - I

- Q. 1** Discuss the historical perspective of event management. (10)
- Q. 2** Explain with relevant examples the use of planning tools for an event. (10)
- Q. 3** Discuss various occupational safety measures that need to be taken for an event. (10)
- Q. 4** Discuss leadership traits and characteristics needed for an event planning. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Protocol
 - b) Incident Reporting
 - c) Branding of an event

SECTION - II

- Q. 6** As an expert of the event management industry you are expected to conduct a SWOT analysis for the possibility of conducting a rock show in India. (15)
- Q. 7** Your company which is into event management is planning to have an event with a Bollywood star. You are expected to prepare an event proposal for the same. (15)
- Q. 8** The Government of India is planning to increase awareness of the use of helmets for two wheelers. Your company is expected to carry out the event. Prepare a detailed plan for the event. (15)

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