

**S.D.E.**  
**M.B.A. Sem-III (2013 Course) : WINTER - 2018**  
**SUBJECT : ELECTIVE-I – MEDIA EVENT MANAGEMENT**  
**(Media and Entertainment)**

Day : Tuesday  
Date : 11/12/2018

**W-2018-4567**

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) Answers to both the sections should be written in **SEPARATE** answer books.
- 

**SECTION-I**

- Q.1** Discuss in detail the importance of publicity and public relationship in event management. **(10)**
- Q.2** “Need of good leadership skills is essential for the successful conduct of an event.” **(10)**  
Discuss.
- Q.3** Explain in detail the use of planning tools in event management. **(10)**
- Q.4** Discuss the steps involved in preparing an event proposal. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Importance of Dress code for organizing team
  - b) Need for branding in event management
  - c) Objectives of an event
  - d) Crowd management in an event.

**SECTION-II**

- Q.6** Reliance plans to enter a new segment of TV channel entertainment by launching a movie entertainment. You are expected to conduct a SWOT analysis for the same and advice the company about the outcome of your analysis. **(15)**
- Q.7** As an expert of the event management industry you are expected to highlight the importance of branding, advertising and sponsorship of an event. **(15)**
- Q.8** You are the event manager for Red Chilies Entertainment and you are entrusted the job of managing a stage show of leading Bollywood star. You are expected to design a marketing mix for the event. **(15)**

\* \* \*