

S.D.E.

M.B.A. SEM-III (2013 COURSE) : WINTER - 2017
SUBJECT: ELECTIVE – I : MEDIA EVENT MANAGEMENT
(MEDIA AND ENTERTAINMENT)

Day : **Wednesday**
Date : **27/12/2017**

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

W-2017-4207

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 major risks involved in an event and what emergency planning is required to tackle the same. (10)
- Q. 2** What do you understand by size and type of event in event management? (10)
- Q. 3** ‘Does leadership skills have a role to play in an event management?’ Discuss. (10)
- Q. 4** Explain the need of advertising and branding to market an event. (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Verbal Communication
 - b) Sponsorship
 - c) Dress Code

SECTION - II

- Q. 6** Your company has been assigned the job of creating awareness for the need of organ donation by the Government of India. Discuss how you will go about with an event for awareness of organ donation. (15)
- Q. 7** A company plans to launch a series of eco-friendly battery driven cars and your event management company has been assigned the task of planning the event. Explain how you will go about the same. (15)
- Q. 8** A famous pop star is expected to tour India as a part of UNICEF programme ‘Save the girl child’. You are expected to design a marketing mix for this event. (15)

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