Roll No…….. **Total No. of Printed Pages: 1**

Total No. of Questions: [09]

B.A (Journalism & Mass Communication) (Semester – 6th)

EVENT MANAGEMENT

Subject Code: BJMCS1602

Paper ID: 21420128

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

a) Corporate Events
b) Exhibition
c) Industrial fair
d) Public relations
e) Clean Zone
f) Fund Raising Events
g) Panel Displays
h) Hand outs
i) Publicity
j) Business Cards

Section – B **(5 marks each)**

Q2. Explain the scope of Event Management?

Q3. Explain the uses of trade fairs?

Q4. What points should be kept in mind while preparing budget for an event?

Q5. Explain the role of press in promotion of an event?

Q6. Explain the ways to choose a right exhibition for participation?

Section – C **(10 marks each)**

Q7. Explain the uses and abuses of Event Management?

Q8. How is exhibition advantageous over other devices of promotion of an event?

Q9. What is the role of trade fairs in organisations? Discuss its scope?