

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
APRIL – 2019
EVENT MANAGEMENT

15CPHR4B

Time : 3 Hours

Max. Marks: 75

SECTION – A (5 x 6 = 30)

Answer ALL the questions.

1. (a) Write about the purpose of events.

(Or)

(b) What are the steps to be followed while planning an event?

2. (a) Write about site selection.

(Or)

(b) Discuss about the Gala openings in new venues.

3. (a) Explain in detail about audio - visual lighting.

(Or)

(b) Write a note on menu planning and staffing.

4. (a) Discuss about Media coverage of an event.

(Or)

(b) How to frame an invitation for an event?

5. (a) Discuss the role of photographer in an event.

(Or)

(b) Explain in detail about handling an unethical behaviour.

SECTION – B (3 x 15 = 45)

Answer any THREE of the following questions.

6. Write about Event planning ethics and Etiquette.
7. Explain about site selection before conducting an event.
8. Discuss about various logistic used in event management.
9. Give an account of safety and security arrangement for participants.
10. What are the requirements and constraints of an event?

* * * * *