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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

**BA OE 03: Event Management**

Time-2 hrs Max Marks-60

**This paper contains \_\_\_\_\_printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. What is event?
2. Who is an event manager?
3. What is licenses and permission?
4. Give the meaning of media management
5. List any four direct marketing strategies.
6. What is event sponsorship?
7. Who is an event partner?

**Section B**

**II.** Answer ***any three*** of the following (**3x5 = 15 Marks)**

1. Explain the 5’c of event management.
2. What are the emergency procedures to be followed during an event? Discuss.
3. Explain the importance of public relations.
4. Explain the need for entertainment in corporate events.

**Section C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. Explain the principles for holding an event.
2. Discuss the various promotional tools for event success.
3. Briefly discuss the types of corporate events with an example.

**Section D**

**III. Answer the following (1x15=15 Marks)**

1. **CASE STUDY :**

The Majestic Hotel is one of 14 mainly four-star and five-star hotels that make up

the Paramount Group of Hotels. It is an impressive 19th-century building in the center of

Harrogate, set in 12 acres of landscaped gardens. The town of Harrogate, in Yorkshire, is one of the leading conference destinations in the UK, with the Harrogate Inter- national

Center (purpose-built conference and exhibition center) located just a short walk from The Majestic Hotel. The information below has been provided by the Resident Manager and the Events Manager of the hotel. From the very outset, the hotel and its representatives must make an impression – the first point of contact for most organizers is with an Event Manager whose role is to extract as much information from the potential client as possible. This is not simply a process of ‘order taking’ but a balance of questioning techniques, probing and finding out not only the detail but also the purpose of the whole event. By listening and asking open-ended questions in a logical order, the basic details can be obtained in terms of dates, numbers, layout, accommodation and catering requirements. This should then be followed by some secondary questioning to establish the nature of the event, what the client’s priorities are and what they expect to achieve from the event. With reference to the above case, answer the following questions.

1. Explain the health and safety issues for the above case. (5 marks)
2. Who will be attending and what arrangements has to be made? (5 marks)
3. What protocols and dress codes to be followed? (5 marks)