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Register Number:

DATE:

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

**UG – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

**BC 4418: Event Management**

Time- 1 ½ hrs Max Marks-35

**This paper contains \_\_2\_\_\_ printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**1 x 5 = 5 marks)**

1. Give the meaning of event management.
2. State the meaning of blueprint.
3. What is corporate event.
4. State the meaning of budgeting in events.
5. What is record keeping systems?
6. Mention any four principles for holding an event.
7. List any four advantages of electronic record keeping system.

**Section B**

**II.** Answer ***any one*** of the following (**5 x 1= 5 marks)**

1. Write short note on: a) PPL b) IPRS
2. Briefly explain the different types of corporate events.

**Section C**

**III.** Answer ***any one*** of the following (**10 x 1 = 10 marks)**

1. Briefly explain the categories of events.
2. As an event manager briefly explain how you would manage the Utilities such as Fire Brigade, Ambulance, Catering, Electricity, Water, Taxes Applicable for an event.

**Section D**

**IV. Answer the following (15marks)**

1. The Venue Mix-Up

. The event horror story rather a big blunder. You are an event manager and it is your first ever large-scale event to be hosted at a branch of a chain of brewing bar company in Bangalore

You arrived at the venue with a car full of goody bags, only to discover you don’t have a reservation. You rang the head office, who informed you that you didn’t have a booking there – and that your event was booked in another of their branches, across the other side of Bangalore. Rather than booking byg brewski brewing company at Hennur Bagalur road, your office has done the booking for byg brewski brewing company of Sarajapur road.

**Questions**

1. Do you plan to host the event at Sarajapur branch or cancel the event?

If yes or no substantiate with reasons.

1. With few hours to go for the event what are the possible alternatives you can implement. Hints: traffic congestion in Bangalore, 6 hours left for the planned event.
2. If you had to make your way to the new venue, how would you communicate to all about the ‘venue change’.