



NBS-010-004606

Seat No. _____

Third Year B. H. T. M. (Sem. VI) Examination

April / May - 2017

6.6 : E.1 : Event Management

(New Course)

Faculty Code : 010

Subject Code : 004606

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) Attempt any five questions. Each question carries 14 marks.
(2) Answer in minimum of 500 words.

1 Case Study

As an introduction to an academic awards ceremony coinciding with the annual day of the institute in the Town Hall, you as an event manager have been asked to organize a performance by contemporary or indigeneous dancers. Unfortunately, the Town Hall is a large space, with limitations in terms of lighting effects. There will also be a significant difference between the requirements of the performance and the requirements of the award presentation, which is formal, traditional day time event.

How would you go ahead and stage the event. Also prepare the press note.

(Hints: Checklist for venue inspection) (It may require you to visit the two or three times to the venue and compare their merits and limitations.) (Options for props, drapes, model of stage set up for dance production) (The set will have to be easily removed or somehow Integrated with the award presentation.)

- 2** Explain in detail about the process of event marketing.
- 3** Explain the role and use of planning tools in staging an event.
- 4** How would you use the various promotional mixes to promote the event? Explain in detail.
- 5** With the help of neat diagram, explain the make up of a theatre hall having proscenium stage indicating the various parts of the stage.

- 6 Concept and Design are the creative elements of an event. Enumerate and explain the elements of Concept and Design in detail.
- 7 Define the term 'Event'. Explain the characteristics of Event. Also enumerate and explain briefly the types of event.
- 8 Expand the acronym 'CVP'. Define the term Break Even Point. Derive the formula of Break Even Sales both graphically and numerically. Also indicate the assumptions and financial decision to be taken based on CVP analysis. Abu, an Event Manager decides to organize Hadloom and Handicraft Exhibition cum sale of various states in Race Course ground at Rajkot for a week. The timings were from 10 AM to 10 PM. He arranges for the exhibition cum sale of 20 states; each state given a stall. He estimates a cost of Rs 7000 per day as rent of ground, Rs 3000 per day for parking charges, Interest repayment of loan to the tune of Rs 200 per day and electricity cost of Rs 10000 per day. The labour charges are Rs 12000 per day. He priced his tickets and passes at Rs 100/- which shall be later deducted from the sales at any given counter. The variable cost is assumed to be zero. How much footfalls he should expect per day to break even? How much rental is he expected to charge from the stalls? If he receive a sponsorship of Rs 1,00,000/- from Gurjari, then how much profit he would earn keeping the same breakeven footfalls in consideration.
- 9 Write a detailed note on the Relevant Legislation needed to conduct an event.
- 10 Write short notes on: (Any two)
 - (a) Sponsorship and Panic Payment
 - (b) Protocol
 - (c) Volunteer Management
 - (d) Risk Management Analytical Sheet
 - (e) Code of Ethics and Event Team
 - (f) Role of Police & Emergency Services.