



MBR-010-004606

Seat No. _____

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

April / May - 2018

6.6.E.1 - Event Management

(New Course)

Faculty Code : 010

Subject Code : 004606

Time : **3 Hours**]

[Total Marks : **70**

Instructions : (1) All questions carry equal marks. (14 marks each)
(2) Attempt any four questions.
(3) Question - 8 - Case study is compulsory.

- 1 Write short notes on any two : 14
 - (a) Press Note
 - (b) Panic Payments
 - (c) Sponsorship
 - (d) 'Contracts and Elements of Contract' in relation to organising an event.

- 2 Enumerate the elements of Promotional mix. Explain advertising and publicity in detail in relation to events. 14

- 3 Write a detailed note on Stage and Theatres. Draw a neat diagram of Proscenium Theatre. 14

- 4 What do you mean by Protocol? Describe all the aspects. 14

- 5 Define the term 'Event'. Enumerate the characteristics of the event. Classify events stating real examples. (Word limit - Minimum 500 words) 2+4+8=14

- 6 How is the concept of events developed? Explain the elements in designing the event. (Word limit - Minimum 500 words) 7+7=14

7 Write short notes on the following, from the perspective of legal Compliance for events in around 250 words each. (Any two) 2×7=14

- (a) Insurance
- (b) Taxation
- (c) Charitable Fundraising
- (d) Environment Pollution

8. **Case Study :**

You, as an event manager was asked to plan a woman's 40th birthday party. The spouse wanted a party that would be unique and memorable not only for his wife but also for all who attended. He was thrilled with the idea of a luncheon harbour cruise. You were to arrange for the boat rental and catering to decorate the boat on the morning of the party.

As it turned out, there were complications. The weather rained, and they could not use the top deck of the boat which was wonderful, but only on a sunny day. This limitation meant that the downstairs area became quite crowded. The harbour was also quite choppy, and a few people felt seasick because of the small swell.

The thing that you really had not thought through carefully enough was the needs of the children who accompanied their parents. The older ones were just bored and not difficult to manage. The toddlers were a disaster. Mothers were on the run all afternoon keeping up with their toddlers, who wanted nothing more than to climb over the rails.

Finally, the cruise lasted too long - enough for some people of the party to drink too much and long enough for others to get desperate for dry land and peace and quiet.

The outcome of this event was a real lesson to the event planner in planning for the audience (everyone who came), in selecting the venue, and in timing. An evening party would have ensured that at least toddlers would have been left at home.

- (a) What were the three complications?
- (b) How could these problems have been avoided?
- (c) What would you suggest for a family party for a 40th birthday?
- (d) List the types of events affected by the weather.
- (e) What are some general suggestions for avoiding weather problems?
- (f) How can you keep young children amused when they are a part of the event?
- (g) Was the event compatible to the PWD?
