



**DT-010-0046006**

Seat No. \_\_\_\_\_

**Third Year Bachelor of Hotel and Tourism  
Management (Sem. VI) Examination**

**April - 2022**

**6.6.E.1 : Event Management**  
*(New Course)*

**Faculty Code : 010**

**Subject Code : 0046006**

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) Attempt any five questions.  
(2) The marks are indicated in front of the questions.

- 1 Write Short notes on any 2 from the following: **2×7=14**  
(a) EEMA  
(b) Logistics of the Event concept  
(c) Entertainment industry legislation  
(d) Insurance

- 2 What is an event? List and explain the characteristics of an event with the help of examples. **14**

**OR**

- 2 Define the term 'Design'. How are the events designed? Explain in detail. **14**

- 3 Write a detailed note on the Promotional Mix in relation to event marketing. **14**

- 4 What are the challenges for event marketing? Explain in detail with the help of real examples. **14**

- 5 With the help of neat diagram, explain the various parts of stage. Also explain different types of stage found world-wide. **14**

6 What is Risk? What do you understand by Risk Management? 14  
Write a detailed note on Risk Management.

7 Write a detailed note on Protocol. 14

8 Case Study: 7×2=14

A group of final year students are planning to have a party to celebrate the end of the college year. Their plan is to hold the party at the parking lot of the college or volleyball court; but if it rains, they will hold it in the garage operated by the parent of the college captain. Invitation has been informal; and they are not sure how many students have been actually invited. Everyone will bring his or her own alcohol, although a few of the people will be under 21. The vice college captain with a sound system is bringing it along; and they have decided to charge everyone who attends Rupees 400/ to cover their costs. The Language manager whose parent runs a catering company will provide food and will charge Rupees 200/ per plate.

As an event manager; analyse and answer the following questions from the legal compliance point of view:

- (i) Is permission required to use the parking lot, and if so, from whom?
- (ii) What are the implications of charging an entry fee? Would you recommend this?
- (iii) Should the police be told about the party? If so, indicate the reasons.
- (iv) Do you need a liquor license if alcohol is not sold?
- (v) Who is responsible for underage drinking?
- (vi) What would happen if a fault in wiring caused someone to be electrocuted?
- (vii) What are the limitations on the use of a sound system, either at garage or at the parking lot?