



Seat No. _____

HE-010-1206006

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

April - 2023

Event Management* : 6.6.E.1

(New Course)

Faculty Code : 010

Subject Code : 1206006

Time : $2\frac{1}{2}$ / Total Marks : 70

Instructions :

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

1 Write short notes on any two from the following : **2×7=14**

- (a) Analyzing the success of event concept
- (b) Pollution Control Acts
- (c) Charity Fund Raising
- (d) Contract
- (e) Sponsorship

2 With the help of a neat chart explain the classification of events. **14**
Mention the examples in each category.

OR

2 Define the term 'Concept'. On what elements the concept is conceived ? Explain in detail. **14**

3 Write a detailed note on 'Process of Event Marketing. **14**

4 Write a detailed note on protocol in relation to the Indian National Flag. **14**

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

6 What is Risk ? What do you understand by Risk Management ? 14
Write a detailed note on types of risk as envisaged by risk management company.

7 What is marketing ? Explain, in detail, the tools of marketing mix required for an event.

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 plot 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 Rs. 400/- to cover their costs. The language manager whose parent runs a catering company will provide food and will charge Rs. 200/- per plate.

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

- (i) Is permission required to use the parking plot, 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 licence 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 plot ?