

Roll No. ....

Total Pages : 2

**NMT/M-24**

**27304**

## **EVENT PLANNING AND MANAGEMENT**

Paper–DSE–MTTM–201

Time Allowed : 3 Hours]

[Maximum Marks : 50

**Note** : Attempt **five** questions in all, selecting **one** question from each Unit. Question No. **1** is compulsory. All questions carry equal marks.

### **Compulsory Question**

1. Write short notes on the following :

- (a) Scope of Event.
- (b) Event ambiance.
- (c) Sponsorship of Events.
- (d) Crowd management during Events.

### **UNIT-I**

2. Write a comprehensive note on Categories and Typologies of Events.

3. Write detailed notes on the following :

- (a) Organizational structure of the Event management company.

(b) Emerging trends in the Event Industry.

### **UNIT-II**

4. What parameters decide the feasibility of an Event? Explain with examples.

5. Write detailed notes related to an event on the following :

- (a) Event planning.
- (b) Legal compliance with Events.

### **UNIT-III**

6. Describe the human resource planning for a Sports Event.

7. Write detailed notes regarding the marketing of events on the following :

- (a) Marketing mix.
- (b) Nature of Event marketing.

### **UNIT-IV**

8. Discuss the various protocols during events. Also explain the importance of time management during events.

9. Write detailed notes on the following :

- (a) Event catering.
- (b) Importance of CCTV cameras during events.