Second Semester (FYUGP) Degree Examination April 2025

MDC

COP2FM106 : EVENT MANAGEMENT

(Credits: 3)

| Time: 1.5 Hours | Maximum Marks: 50 |

Section A

Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)

1.	Name any three career options available in event management.	BL1	CO1, CO2, CO3
2.	List out the classification of events based on the nature of the event.	BL1	CO1, CO2, CO3
3.	What is the historical perspective of events? Give answer in three sentences.	BL1	CO1, CO2, CO3
4.	What do you mean by the logistics of event concept?	BL1	CO1, CO2, CO3
5.	What are the steps to be followed in developing the event concept?	BL2	CO1, CO2, CO3
6.	List out any three event sites and their uses.	BL1	CO1, CO2, CO3
7.	What is event theme?	BL2	CO1, CO2, CO3
8.	List three tasks that need to be completed after an event ends.	BL1	CO1, CO2, CO3
9.	How does an event create long-term social legacies?	BL1	CO1, CO2, CO3
10.	Explain the role of financial reports in evaluating event success.	BL1	CO1, CO2, CO3

(PTO)

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)

11.	What are the advantages of event?	BL2	CO1, CO2, CO3
12.	Apply the 5 C's to a specific event of your choice and explain how each stage plays a role in its success.	BL3	CO1, CO2, CO3
13.	Apply a SWOT analysis to a college fest or seminar you attended.	BL1	CO1, CO2, CO3
14.	Imagine you are launching a new product. How would you design an experiential marketing event for it?	BL2	CO1, CO2, CO3
15.	Develop a checklist for event organizers to minimize environmental impact.	BL2	CO1, CO2, CO3

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

16.	Develop a catering plan for a 500-guest business conclave.	BL3	CO1, CO2, CO3
17.	Design an event evaluation framework for an event based on all aspects of evaluation criteria.	BL2	CO1, CO2, CO3

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)