GS-445

IV Semester B.Com. Examination, May/June - 2019

COMMERCE

4.7 Principles of Event Management
(CBCS) (F+R) (2015 - 16 & Onwards)

Time : 3 Hours
Max. Marks : 70

Instruction : Answers should be written either completely in English or in Kannada.

SECTION - A

Answer any five sub-questions. Each sub-question carries two marks:

1. (a) What is event Schedule?
   (b) What is brain Storming?
   (c) Expand P.P.L.
   (d) Give the Meaning of Team Building.
   (e) What is Corporate entertainment?
   (f) What do you mean by event check-list?
   (g) What is event budget?

SECTION - B

Answer any three questions. Each question carries six marks.

2. Explain in brief characteristics of Event Management.

3. Briefly explain tax-laws applicable to event management.

P.T.O.

5. Define Media. Briefly explain the types of Media.

6. State the importance of Corporate event and Corporate budgets.

Section - C

Attempt any three questions. Each question carries fourteen marks.

7. Define (Event) and elaborate the types of Events (Event). Explain the various types of Events on the basis of size of events.

8. Explain the special licenses required for conducting an event.

9. Explain in brief the common working activities of Event Manager.

10. What is Social Media? Explain the factors affecting Media Selection.

11. Explain the different types of Corporate Events.