Q1 a) You have organize a “Marketing Excellence Award” function. Discuss the designing of this event as an event manager.

Q1 b) “post event follow-up is an important duty of an event manager.” Justify it with suitable example.

Q2) Explain the concept of relationship building. Discuss the strategies for building Relationship.

Q3) How are the event management activities categorised as per management theory?

Q4) Describe the characteristics of following events:
   a) Charitable Event
   b) Artistic Event
   c) Special Business Event

Q7) b. Your college is organizing a programme. Identify the 5 W’s and involve one ‘F’ for organizing this event.

Q8) What are the criteria for the selection of venue? Explain in-house venues and external venues.

Q9) Explain various networking components of promotion of events to get the desired
Q10) Describe the Basic Evaluation Process critically.

Q11) a. Assuming that you are organizing ‘Cine Award’ function. Identify the five Cs of event in organizing the award function.

Q11 b. “Post-event follow is an important duty of an event manager.” Justify it with suitable examples.

Q12) Explain brand building. State how events help in building the brand.

Q13) Discuss the activities in event management as per management theory.

Q14) Discuss the Basic Evaluation Process.

Q15) a. Describe the 5 C’s of Events. Explain the use of 5 C’s in Event Designing.

Q15) b. State the meaning of Event Management Information System (EMIS). What type of information required for EMIS.

Q16) State the meaning of Event Infrastructure. Explain its essential elements.

Q17) What do you understand by the “Concept of Market”? Describe the distinct types of customers of events.

Q.18) Explain the various networking components of promotion of events to get the desired results.

Q.19) **short note**

1. Revenue Generating customers
2. Ambush Marketing
3. Brand Building
4. PREP Model
5. Reach Interaction Matrix
6. Problems with traditional media
7. core concept
8. market Segmentation
9. Risk versus Return Matrix
10. In-house venue
11. Importance of negotiation skills for event managers
12. Non-revenue Generating customers