**END SEMESTER EXAMINATION - NOVEMBER – 2016**

Subject Title: Event and media management Time: 3 hours Subject

Code: 14VC3010 Maximum Marks: 100

Answer All Questions

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| Question  No | Question  **(5x20=100 Marks)** | Marks  Allotted | Course  outcome |
|  | Compulsory: |  |  |
| 1. a | Budgeting becomes an essential Part of Organizing an Event –Elaborate | 10 | C3 |
| b | Assess the Various Source of Income Generation for Events | 10 | C2 |
| 1. a | How the principles of Management is applied in Controlling an Event ? | 10 | C1 |
| b | Explain the Qualities required for a media event Manager. | 10 | C1 |
|  | OR |  |  |
| 1. a | List the characteristics of Mediated entertainment | 10 | C1 |
| b | Elaborate on the types of various Events | 10 | C2 |
| 1. a | Feasibility study is a vital for Planning an Event - justify | 10 | C2 |
| b | Elaborate on the team creation for organizing an Event | 10 | C1 |
|  | OR |  |  |
| 1. a | What are the requirements for Execution of an Event ? | 10 | C2 |
| b | Apply the evaluation techniques for an Event of your choice | 10 | C3 |
| 1. a | Elaborate on the application of Organizational Performance for an Event | 10 | C2 |
| b | Write a Proposal for making an Organizational Event | 10 | C3 |
|  | OR |  |  |
| 1. a | Explain the Concept of Break-even point in Assessment. | 10 | C1 |
| b | Examine the application of Break-even analysis for an Event | 10 | C3 |
| 1. a | Explain the techniques of managing the Event as a Project | 10 | C1 |
| b | Elaborate how the risks are managed in every Event | 10 | C2 |
|  | OR |  |  |
| 1. a | Security and the Media arrangements for an Event is crucial-  Examine | 10 | C2 |
| b | Examine the need for effectiveness in Organizing an Event | 10 | C3 |