Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **14VC3010** | **Duration :** | **3hrs** |
| **Sub. Name :** | **EVENT AND MEDIA MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Explain the basics of a Narrative Theory. | CO3 | 20 |
| (OR) | | | | |
| 2. |  | Examine the nature of media audience in India. | CO2 | 20 |
|  |  |  |  |  |
| 3. |  | Summarize the steps to implement interactive media with suitable examples. | CO3 | 20 |
| (OR) | | | | |
| 4. |  | Discuss the influence of Mass media on the society. | CO3 | 20 |
|  |  |  |  |  |
| 5. | a. | List the characteristics of event management. | CO1 | 10 |
| b. | Identify and illustrate the importance of branding an event. | CO1 | 10 |
| (OR) | | | | |
| 6. | a. | Apply the evaluation techniques to assess an Event of your choice. | CO2 | 10 |
| b. | Design a media strategy for the promotion of an Event. | CO2 | 10 |
|  |  |  |  |  |
| 7. | a. | Suggest the safety measures to be taken while managing an event. | CO1 | 10 |
| b. | Demonstrate how the knowledge of “types of events” helps to organize an event better. | CO2 | 10 |
| (OR) | | | | |
| 8. | a. | A budget is a numeric form that puts an event plan into action, Justify. | CO2 | 10 |
| b. | Share your views on sponsorship and advertising revenue for an event. | CO2 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Establish the roles and functions of team members in an Event Management Firm. | CO2 | 20 |