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



**End Semester Examination – Nov/Dec – 2017**

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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. | a. | Demonstrate how the knowledge of “types of events” helps to organize the events better. | CO3 | 10 |
| b. | Discuss the influence of mediated Events in our life. | CO2 | 10 |
| (OR) | | | |  |
| 2. | a. | Differentiate Narrative and Dramatic theories role in Event Management. | CO2 | 10 |
| b. | Elaborate on the dynamics of audience related to specific events. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Critically examine the role of social implications on Events. | CO1 | 10 |
|  | b. | List the basic principles applied in organizing an Event. | CO2 | 10 |
| (OR) | | | |  |
| 4. | a. | Specify the qualities needed for an Event Manager. | CO1 | 10 |
|  | b. | List the various stages of execution of an Event as planned. | CO2 | 10 |
|  |  |  |  |  |
| 5. | a. | Compare and contrast the modalities of an Event and Project operations. | CO3 | 10 |
|  | b. | Discuss the types of feasibility studies carried out as preparation for organizing an Event. | CO2 | 10 |
| (OR) | | | |  |
| 6. | a. | Apply the evaluation techniques to assess an Event of your choice. | CO3 | 10 |
|  | b. | Specify the various sources of Income from organizing an Event. | CO2 | 10 |
|  |  |  |  |  |
| 7. | a. | Design a media strategy for promotional work for an Event. | CO3 | 10 |
|  | b. | What are the key elements in the Core body structure of organizers? | CO1 | 10 |
| (OR) | | | |  |
| 8. | a. | Discuss the various risk factors involved in Organizing an Event. | CO2 | 10 |
|  | b. | What is meant by Event Venue Logistics? | CO1 | 10 |
|  | |  |  |  |
|  | | **Compulsory:** |  |  |
| 9. | a. | Break even analysis is applied to avoid risks involved in organizing an Event –Justify. | CO3 | 10 |
|  | b. | Specify the key elements of financial management of an Event. | CO2 | 10 |

ALL THE BEST