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



**End Semester Examination – Nov / Dec – 2019**

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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.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Demonstrate how the knowledge of “types of events” helps to organize the events better. | CO2 | 20 |
| **(OR)** | | | | |
| 2. |  | Describe the characteristics of Event Management. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Apply the evaluation techniques to assess any event of your choice. | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | Specify the various sources of income from organizing an event. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Suggest the safety measures to be taken while managing an event. | CO1 | 20 |
| **(OR)** | | | | |
| 6. |  | Examine the art of dramatic theory. | CO3 | 20 |
|  |  |  |  |  |
| 7. |  | Discuss the influence of Mass media in the society. | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | Examine 5W’s concept in Event Planning. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Share your views on sponsorship and advertising revenue of an event. | CO2 | 20 |