



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Name of the Program: BBA Media Management
Subject Name: Event Management
Subject Code : BBCH 214

Semester – 3
Max. Marks: 100
Duration : 2 Hrs

Section A

Attempt all. Each carries 2 marks.

I. Choose the correct answer

(2x 5 =10 Marks)

1. Event Marketing is a:

- A. strategic planning
- B. promotional strategy
- C. occupational meeting
- D. group meeting

2. As long as a business is able to track and identify its, it can find a way to appeal directly to them.

- A. target client
- B. target value
- C. target listener
- D. target audience

3. As the economy across the world during the 19th century, advertising grew alongside.

- A. declined
- B. slowed down
- C. depreciated
- D. expanded

4. Londoner has been called “the father of modern advertising”

- A. Thomas J Barratt (1841-1914)
- B. Thomas P Barratt (1840-1913)
- C. Thomas K Barratt (1841-1912)
- D. Thomas A Barratt (1843-1916)

5. All sponsorship should be based on contractual obligations between the and the sponsored party.

- A. viewer
- B. planner
- C. sponsor
- D. technicians

II) Examine the veracity of statement (True or False)**(1x10 = 10 Marks)**

- i. Advertising is how a company encourages people to buy their products, services and ideas.
- ii. Proper event management planning is vital for any successful event.
- iii. Title sponsor is the highest status of sponsorship.
- iv. Event marketing strategies leave a lasting, brand-focussed impression of fun.
- v. Financial transactions may be settled in cash or are made on credit.
- vi. Private events are primarily celebrations such as weddings, birthdays, anniversaries and reunions.
- vii. The scope of the transaction is unlimited.
- viii. Clear communication is the most important key to a leader's success.
- ix. A poorly planned event can leave employees unmotivated or alienate audience target.
- x. Panic selling is typically driven by temptation.

Section B**Write short notes on any five (5x8 = 40 Marks)**

1. Break-even point
2. Event Marketing
3. Sponsorship
4. Types of Communication
5. Campaign Planning
6. Publicity & Public Relations
7. Panic Selling
8. Leadership
9. SWOT Analysis

Section-C**Answer any four questions. All questions carry equal marks. Word limit 250 - 300 words
(4x10 =40)**

1. 'Advertisers influence our emotions by techniques that include stereotyping and targeting the audience according to who we are. Advertisers use methods that attract attention.' Explain in the light of the given statement with apt examples.
2. Discuss the differences between Transaction and Event in Accounting.
3. How is an event marketing plan developed and employed? Explain with apt examples.
4. A number of theoretical models have been developed to explain how certain groups change over time. Discuss Tuckman's model of group development.
5. As in all management, crowd management must include planning, organising, staffing, directing and evaluating. Discuss the crowd behaviour and measures taken to avoid panic and emergency during an event.
6. Discuss the Principles of Event Planning and Management.