

1056  
Advance Diploma (Add-on)  
Event Management  
CEM-106: Best Practice in Event Management  
(In all mediums)

Time Allowed: 3 hours

Max. Marks: 75

Note: Attempt five questions in all, including Question No. I (Unit-I) which is compulsory and selecting four questions from Unit II.

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Unit-I

I. Write short notes on any five of the following:

- a) Event Management.
- b) Event Tourism
- c) Event Planning
- d) Board of Directors' Meeting.
- e) Event Budget
- f) Religious Tourism.
- g) Theme events.
- h) Corporate events

(5x3)

Unit-II

- II. What are different corporate events? How would you plan AGM of the shareholders at Corporate Office of the company? (15)
- III. What is planning of event? Discuss different types of events. Explain the planning of an event with example. (15)
- IV. What is a project report? What are the essentials of a good project report and how it is prepared? (15)
- V. "Sponsorships decide the status of any event". In response to this statement, discuss the role of sponsorship in detail. (15)
- VI. Explain 'Exhibition'. Develop a list of success tips, which are needed to be considered for organizing an exhibition. (15)
- VII. "Countries like US, France, England, Germany and Italy are accounting for 55% of the World Convention market". How India can develop this industry? Give your expert suggestions. (15)
- VIII. What are road shows? Examine the main issues to be considered for organizing road shows. (15)

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(Hindi & Punjabi versions enclosed)

P.T.O.

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