

2064

Advance Diploma Course (Add-on)  
Event Management

Paper - II (CEM-106): Best Practices in Event Management

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) Explain the 5C's of event management.
- b) Give the various benefits of sports event.
- c) Write a note on event tourism.
- d) Give the factors to be considered when deciding on an event's date and time.
- e) Write a note on trade shows.
- f) Give qualities of event manager.
- g) Define event schedule.
- h) What are the benefits of getting an event sponsor? (5x3)

II. Define event. What are the different types of events? Explain each in detail. (15)

III. What is event planning? Give the various benefits of event planning. (15)

IV. Explain different permissions required for holding an event. (15)

V. What do you understand by site selection? Explain the steps involved in site selection procedure? (15)

VI. What is sponsorship? Give its different types in detail. (15)

VII. What are the various types of utilities to be provided at the event venue? (15)

VIII. Explain in detail the role and responsibilities of event manager for conducting an event. (15)

x-x-x