

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Voc. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - IV

23UTTAT4004 - Event Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the scope of event management.
2. What are the key responsibilities of an event manager?
3. Briefly discuss the three categories of events.
4. What is the importance of budgeting in event planning?
5. Mention three challenges faced in event management.
6. Define and explain the term "MICE" in event management.
7. What is the significance of venue selection in event planning?
8. Write a note on crowd management plan.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain the different stages of event planning and execution.
10. Develop an event checklist for Celebrating National youth day in Tamil Nadu.
11. Describe the role of budgeting and financial management in event planning.
12. Explain the impact of digital marketing on event promotion
13. Discuss how you ensure the safety when running an event. Explain with example.
