

Roll.No.

23UTTAT4004

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 - NOVEMBER 2025  
SEMESTER - IV

**23UTTAT4004 - Event Management**

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

### Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Define **Event** and explain its characteristics.
2. Explain the **5 C's** of event management with examples.
3. List and define the **categories of events** with one example each
4. What are the **characteristics and complexities** involved in managing live events?
5. Discuss the role of **sponsorship and hospitality** in successful event execution.
6. Design a **pre-event task list** for a business conference,
7. Define **MICE Tourism** and its key components
8. Apply proper etiquette and **follow-up practices** after a corporate networking event.

### Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Analyze the **role of an event manager** in executing a large-scale corporate event.
10. Analyze how event complexity varies across **private, corporate, and live events**.
11. Evaluate the challenges of handling **transportation, invitations, and teleconferencing** for a hybrid (online + offline) event.
12. Apply the concept of **international trade fairs** to improve inbound tourism in India.
13. Analyze the importance of **risk management and emergency procedures** in large-scale event execution.

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