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COMemSE101G-1C

Seat No : _____

B.B.A. Semester – 1 (NEP-2020) Examination

January-2024

Event Management (SEC-1)

Time: 1:00 Hours

Marks: 25

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 What is event management? Explain types of event in detail. (10)

OR

Que-1 What is event planning? Discuss the tools of event planning and management?

Que-2 What is blueprint? What are the facilities to be planned for organizing a corporate event. (10)

OR

Que-2 Explain corporate event packages and corporate hospitality in detail.

Que-3 Write a short note on any one from the following. (05)

1. Principles of holding event
2. The entertainment in corporate events
