

B.B.A. Semester - 1 (NEP-2020) Examination**OCT/NOV-2024****Event Management (Skill Enhancement Course)****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 Event Operations and Services in Detail. (10)

OR

Que-1 What is Event Planning? What are the Characteristics of Successful Event Management?

Que-2 What is Blueprint for corporate Event? Explain the Assignment of Responsibilities Organising 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)

(A) The Five Bridges of Event Management

(B) Corporate Event Reporting
