A1054

Name.....

Register No.....

NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (AUTONOMOUS)

FIRST SEMESTER (FYUG) DEGREE EXAMINATION NOVEMBER 2025

MULTI-DISCIPLINARY COURSE

BSA1FM105 / BHC1FM105 - EVENT MANAGEMENT

Time:One Hour and a Half | Maximum:50 marks

Section A

Answer the following

2 marks each, 10x2=20 with a ceiling of 16 marks

1. Discuss the term post-event.	CO3
2. Define event management.	CO1
3. Explain the meaning of off-site event.	CO3
4. List down any two functions of customer service.	CO1
5. How to create a simple contract with vender?	CO2
6. Identify any two major roles of event in tourism promotion.	CO2
7. What is the meaning of mega event?	CO2
8. Explain the meaning of contingency planning.	CO3
9. How do you create a budgeting in event planning?	CO4
10. Explain the meaning of public event.	CO2

Section B

Answer the following

6 marks each, 5x6=30 with a ceiling of 24 marks

11. Explain the importance of event logistics.	CO4
12. Explain the importance of customer service.	CO1
13. Classify the events in detail.	CO2
14. What is customer service Strategies?	CO3
15. Explain the five Cs in detail.	CO2

Section C

Answer any one of the following

10 marks each

16. Describe in detail about the usage of technology in event planning.	CO3
17. Explain the different types of events in detail with examples?	CO4

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