

**BJ(MC):V<sup>th</sup> SEMESTER**

**Event Management**

**Code:303**

**OBJECTIVE:** : On completion of the course students should be able to, Understanding Events, Events as a communication tool, Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide.

### **QUESTIONS**

1. What are events, types of events? What is event management?
2. What do you understand by events as a communication tool and a marketing tool?
3. Why do we need events?
4. How is importance of events like exhibitions, seminars and conventions growing worldwide?
5. What are elements of Event Management?

### **PROCEDURE**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from library. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

### **OUTCOME:**

After doing the assignment, students understand the event management.

### **REFERENCE BOOKS:**

1. Event Sponsorship: Bruce E Skinner
2. Successful Event Management: Anton Shene, Bryn Parry