

BAJMC- Event Management (305) - 5th Semester

S.No.	Questions	A	B	C	D	Ans
1	An event can be described as_____	A public assembly for the purpose of celebration, education, marketing or reunion	A Movie making	A Video editing	Attending a large gathering	A
2	Events can be classified on the basis of their_____	Size, Type and Context	Location	Budget	Chief Guest	A
3	Event management is considered one of the strategic_____	Entertainment sector	Message deliver	Marketing and communication tool	Fun factor	C
4	What are the 7 key elements of event management?	Event infrastructure, target audience, clients, event organizers, venue, media	Guest list, target audience, clients, event organizers, venue, media	Event infrastructure, money, clients, event organizers, venue,	Event infrastructure, target audience,	A
5	_____is the customer groups who form the focus of events.	Institution	Target audience	Organization	Community	B
6	Notifying local residents and businesses of traffic plans is a part of:	Traffic Management	Venue Management	Audience Management	Stakeholders Management	A
7	Which department is responsible for the publicity of the event?	Hospitality department	Programme coordination department	Promotion coordination department	Equipment department	C
8	What is the major role of Account Planner?	Analyzing feedback	Creating long term relationship with the client	Planning the event	None of the above	B
9	Who ensures that the team sticks to the budget of the event?	Event Planner	Event coordinator	Event Assistant	None of the above	A
10	Liaison agreement is	Rules and regulations of the event	Contract between the client and agency	Event plans and details	List of activities	B
11	The information that event proposals should include	Description of the Event	The proposed event budget	Venue and facilities offered	All of these	D
12	Which among the following is not an event palnning tool?	Maps	Creative brief	Models	Run sheet	B
13	What does Gantt Chart illustrates?	Project schedule	Media plan	list of volunteers	list of vendors	A

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14	Break even point means	Total revenues equal the total expenses	Revenue is more than cost	Revenue less than cost	None of these	A
15	_____protects event planners from a variety of mishaps in an event	Event Planning	Event Insurance	Liasion Agreement	Traffic management	B
16	Basic difference between Monitoring and controlling is	monitoring is action and controlling is observing	monitoring is evaluation, controlling is feedback	monitoring is observing and controlling is taking action	monitoring is contolling	C
17	Which of the following is not a type of event impacts	social impact	economical impact	physical impact	environmental impact	C
18	Full form of VR and AR is	Visual Reality,Augmented Reality	Virtual Reality, Augmented reality	Visible reality, Aerial Reality	None of these	B
19	Which of these is not an event management company	WOW events	Avian We	Wizcraft	360 degrees	B
20	Most important skill for event industry	Oraganisational skills	Management skills	Marketing skills	All of these	D
21	What do you mean by 'Freight'?	Venue	Decoration	Bulk transportation	None of the above	C
22	Event marketing is	a good	Tangible	a service	a product	C
23	You've found a venue online that you think would be suitable. What should you do?	Book it immediately so you have a backup at all times	Visit the venue to further determine its suitability	Compare its renting price with others and go with the cheapest	Compare its location with others and select	B
24	Why should you research into whether or not there are other similar corporate events happening around the same time as yours?	Because you can look into what they're doing and emulate it	Because hosting your event at the same time could affect its attendance	Because you can suggest teaming up with them to make	Because you'll know it's a good time to host your	B
25	When booking a supplier, service, entertainer, etc., what should you determine?	That they have public liability insurance	That they have attended events like yours in the past	That they will fully sponsor your event	That they are the most local option available	A
26	What is the need for a liaison officer?	Act as a communicator between the client and event organization	Takes feedback from the event attendees	Promotes the event	Responsible for media coverage	A

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27	Which of the following is not a part of On-Site stage?	Register delegates and run 'Help Desk'	Manage any off-site functions	Reconcile all revenue and invoices	Assign staff Registration, Meeting Rooms.	C
28	Which department handles seating, directions and refreshments?	Venue department	Hospitality department	Programme department	Equipment department	B
29	'Embracing Egalitarianism' means	Equality	Teamwork	Employee engagement	Motivation	A
30	Caps, T-shirts, items of apparel are some examples of	Promotional products	Merchandising items	Both a & b	None of the above	C

Subjective Questions

- 31 Briefly explain event as a marketing tool.
Describe the various functions of Programme coordination deaprtment.
- 32
- 33 What are the various planning tools in event
- 34 Explain any 3 methods of revenue generation in an
- 35 Name any 5 skills required in an event management

