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Total No. of Questions : 13]

[Total No. of Pages : 02

**J-3206[S-1062]**

**[2037]**

**PGDATHM (Semester - 2<sup>nd</sup>)**

**CONFERENCES & EVENTS MANAGEMENT (PGDATHM-208)**

**Time : 03 Hours**

**Maximum Marks : 75**

**Instruction to Candidates:**

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

**Section-A**

**Q1)**

**[15 × 2 = 30]**

- a) Define Event Calendar.
- b) What is a Concept Brochure?
- c) What is the role of Database in Event Management?
- d) Why do Event managers need a Media Plan?
- e) Define Exhibitors' Profile.
- f) Discuss the importance of a Duty Chart.
- g) Define Event conceptualization.
- h) For who is the Publicity material designed?
- i) Write a short note on Post-Event tasks.
- j) As an Event manager what would you do to understand your client's needs?
- k) Define Theme Based Exhibitions with 2 examples.
- l) Give two examples of BTL Promotions.
- m) Enlist the qualities required in an Event Executive.
- n) What is the importance of venue in Event Management?
- o) Name 5 most commonly used equipments in an Event.

**P.T.O.**

## Section-B

[9 × 5 = 45]

- Q2)** What is event conceptualization? Discuss the steps involved in event conceptualization?
- Q3)** Discuss in brief various areas of Budget Checklist for an event.
- Q4)** List any 5 event management companies with at least two events they have organized?
- Q5)** Write a detailed note on Security Planning for an Event.
- Q6)** Design a trade fair of your choice. How would you market the same?
- Q7)** Discuss in details the steps involved in managing a convention.
- Q8)** Explain the term Marketing Plan. How will you develop a marketing plan for a Sports Event?
- Q9)** Who is a Show Manager? Discuss the responsibility of a Show Manager.
- Q10)** Events need careful planning. Comment.
- Q11)** How would you manage a Product Launch for a company?
- Q12)** How are marketing and promotion responsible for the success of a convention?
- Q13)** How would you market an exhibition to various participants?

