



Reg. No. : .....

Name : .....

**Fourth Semester M.B.A. Full Time Degree Examination, July 2009  
(2006 Scheme)  
EVENT MANAGEMENT**

Time: 3 Hours

Max. Marks: 60

**PART – A**

Write short notes on **any five** questions. **Each** question carries **three** marks.  
**(5×3=15 Marks)**

1. What is an organisation chart ?
2. List down five forecasting techniques.
3. Mention the advantages of using computers in decision making.
4. What is leadership ?
5. Define creativity.
6. What is conflict ?
7. What is a campaign ?
8. What is publicity ?

**PART – B**

Answer **any three** questions elaborately. **Each** question carries **ten** marks.  
**(3×10=30 Marks)**

9. Explain how work load assessment is done in an organisation.
10. Explain any two quantitative models used in event organisation.
11. Distinguish transformational leadership from transactional leadership.
12. Describe the various problem solving styles giving suitable examples.
13. Explain the use of media in bringing about publicity.

**PART – C**

**15**

The Commissioner of a Municipal Corporation has approached you for designing and carrying out a one-year campaign for creating awareness about the ill-effects of narcotic drugs among school children. Develop a campaign, making and stating necessary assumptions.