

25U255

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UCOM2FM106(2) - EVENT MANAGEMENT

(Commerce - Minor Course)

(2025 Admission onwards)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Define the term event in event management. [Level:1] [CO1]
2. List any two objectives of developing an event concept. [Level:2] [CO2]
3. Define environmental management in events. [Level:2] [CO3]
4. List any two tasks to be completed immediately after the event. [Level:1] [CO4]
5. List any five essential qualities of an event manager. [Level:1] [CO1]
6. Discuss the role of lighting and sound in event design. [Level:2] [CO2]
7. Discuss the importance of rehearsals in event management. [Level:2] [CO3]
8. Discuss how event evaluation helps in improving future events. [Level:2] [CO4]
9. Discuss the role of an event manager in handling guests and stakeholders. [Level:2] [CO1]
10. List any two risks that can be identified during concept analysis. [Level:1] [CO2]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Discuss the importance of creativity and innovation in theme development with examples. [Level:2] [CO3]
12. List and explain the different types of event legacies (any six points). [Level:1] [CO4]
13. Analyze how event classification helps an event manager in planning and execution. [Level:4] [CO1]

14. Define event logistics and discuss its importance in successful event execution. [Level:2] [CO2]
15. List and explain the major factors to consider while selecting catering services (any six points). [Level:1] [CO3]

(Ceiling: 24 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

16. Discuss the major sources of information used for event evaluation and explain how data collected from participants, staff, sponsors and media helps in measuring event performance. [Level:2] [CO4]
17. Discuss the major factors, steps and challenges involved in choosing an appropriate event site and explain how proper site selection contributes to event success. [Level:2] [CO3]

(1 × 10 = 10 Marks)
