



Reg. No.:

Name:

W7049

University of Kerala

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

MANAGEMENT

UK3DSCMGT204 - Event Management

Academic Level: 200-299

2024 Admission

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

| Qn No. | Question | CL | CO |
|--------|---|----|----|
| 1 | Identify the type of event that is open to the general public. Options : A)Internal event B)Private event C)Public event D)Sponsored event | RE | 1 |
| 2 | Recall the term used for developing alternative solutions to unexpected problems during an event. Options : A)Strategic planning B)Crisis management C)Branding D)Sponsorship | RE | 2 |
| 3 | Identify the option that best describes the concept of event management. Options : A)Planning and organizing social gatherings B)A systematic process of planning, organizing and executing events C)Only marketing an event D)Budgeting and publicity alone | UN | 1 |
| 4 | Explain the critical importance of venue selection in event planning. Options : A)Determines the success of marketing campaigns B)Depends only on the availability of catering services C)Influences the overall experience and logistics of the event D)Is less important than decoration and entertainment | UN | 2 |
| 5 | Explain how customer care contributes to event success. Options : | UN | 4 |

| Qn No. | Question | CL | CO |
|--------|--|----|----|
| | A)It helps build participant loyalty and positive experience B)It increases ticket prices C)It minimizes event expenses D)It focuses on sponsor satisfaction only | | |
| 6 | Differentiate between time management and resource management in event planning. Options : A)Time management ensures schedule adherence; resource management ensures efficient use of manpower B)Both are identical C)Resource management is unimportant D)Time management is only for planners | UN | 2 |

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

| Qn No. | Question | CL | CO |
|--------|---|----|----|
| 7 | Explain the features of a conference. | UN | 3 |
| 8 | Describe any three types of sporting events | UN | 2 |
| 9 | Apply event promotion tools to market a new product launch event. | AP | 2 |
| 10 | Apply the concept of sports events to raise funds for donation to a charitable trust | AP | 1 |
| 11 | Illustrate the role of feedback in evaluating the success of an event after its completion. | AP | 4 |

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

| Qn No. | Question | CL | CO |
|--------|---|----|------|
| 12 | A) Demonstrate how understanding event characteristics helps an organizer improve participant experience. OR B) Build a promotion plan for a college-level tourism event by applying media relations and event coordination strategies. | AP | 1, 3 |

| Qn No. | Question | CL | CO |
|--------|--|----|------|
| 13 | <p>A) Demonstrate the importance of managing people and time during an event.</p> <p>OR</p> <p>B) Use electronic polling tools to collect live feedback during a seminar and explain how you would implement them effectively.</p> | AP | 2, 4 |
| 14 | <p>A) Compare different leadership styles used in event teams.</p> <p>OR</p> <p>B) Analyse how effective marketing strategies can increase audience participation in an event</p> | AN | 1, 4 |
| 15 | <p>A) Compare corporate events and social events in terms of their objectives, audience, and planning requirements.</p> <p>OR</p> <p>B) Analyse the role of crisis management in ensuring event success.</p> | AN | 3, 2 |

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

| Qn No. | Question | CL | CO |
|--------|---|----|------|
| 16 | <p>A) Analyse the effectiveness of using social media for event promotion.</p> <p>OR</p> <p>B) Analyse the challenges faced in convention management and propose strategies to overcome them.</p> | AN | 4, 2 |
| 17 | <p>A)</p> | EV | 1, 1 |

| Qn No. | Question | CL | CO |
|--------|---|----|------|
| | <p>Assess the strengths and weaknesses of traditional versus modern approaches in planning different types of events.</p> <p>OR</p> <p>B)</p> <p>Justify the importance of aligning event objectives with audience expectations in planning a successful event.</p> | | |
| 18 | <p>A)</p> <p>Critically assess the importance of time management for event success.</p> <p>OR</p> <p>B)</p> <p>Evaluate the extent to which the use of technology enhances the effectiveness of modern event management.</p> | EV | 2, 4 |
| 19 | <p>A)</p> <p>Design a comprehensive event management process for a specific type of event.</p> <p>OR</p> <p>B)</p> <p>Develop the key components involved in planning and executing a successful conference</p> | CR | 4, 3 |