

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - Introduction to Event Management, Marketing Communication & Media Marketing

Course Code - BJMCC403

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Mark only one oval.

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- M.SC.(ANCS)
- M.SC.(MM)
- B.A.(Eng)

Answer all the questions. Each question carry one mark.

9. 1. Define EVENT

Mark only one oval.

- Event is a planned & organised activity, incidence or occurrence at a definite time, place & venue
- Event is an occasion designed to communicate particular messages to target audience
- Event is a public assembly for the purpose of celebration
- all of the options

10. 2. Which one is an Experiential Event

Mark only one oval.

- Fund raising
- Political rally
- Wedding Anniversary
- Seminars

11. 3. Which 'C' is not a part of Event Planning & Management?

Mark only one oval.

- Conceptualisation
- Canvassing
- Concentration
- Costing

12. 4. Which event is not a Family Event?

Mark only one oval.

- Birthday
- Olympics
- Marriage
- None the above

13. 5. Pick the odd element out of Event Management needs

Mark only one oval.

- mistrust
- team work
- planning
- executing

14. 6. Pre-event activities does not involve

Mark only one oval.

- conceptualisation
- project blue-print
- photography
- budgeting

15. 7. During Event Activities include

Mark only one oval.

- Dismantling
- Post mortem analysis
- Vote of Thanks
- All the options

16. 8. Which 'W' is not part of the 6 W's?

Mark only one oval.

- WHO
- WHAT
- WHEN
- WHICH

17. 9. Identify the risk in event management

Mark only one oval.

- Traffic jam
- Political procession
- Fire
- Social celebrations

18. 10. What are the key factors in risk management?

Mark only one oval.

- Identifying potential threats
- Analysing the dangers
- Assessing the danger
- All of these

19. 11. What is not a threat to event management

Mark only one oval.

- alcohol
- terrorism
- mismanagement
- state-of-the-art technology

20. 12. What is not a part of a Crisis management Plan?

Mark only one oval.

- ways to avoid the crisis
- ways to defuse the crisis
- running away in crisis
- solving the crisis

21. 13. Identify the reason for which a company wont go for event management

Mark only one oval.

- Saves Valuable time
- Access to knowledge, skills & expertise
- Increases Stress
- Opens up New Opportunities

22. 14. What is not part of code of conduct in Event planning?

Mark only one oval.

- Defaulting in payments
- Providing 24*7 customer service
- Care for the health & safety of employees
- Support sustainable development

23. 15. Event Manager should have the following core skills. Pick the odd one out

Mark only one oval.

- Able to communicate
- Able to convince
- Able to get along with everybody
- Keeping information all to oneself

24. 16. What does SWOT does not stand for?

Mark only one oval.

- Weakness
- Threat
- Trouble
- Opportunity

25. 17. What is not a weakness of an Event Management Company?

Mark only one oval.

- Shortage of Money
- Experienced & Talented Tem
- Demotivated staff
- Not able to find new market

26. 18. What is not a desired outcome of good Event Management planning?

Mark only one oval.

- Crowd violence
- Memorable experience
- Fantastic feedback
- Perfect party ambience

27. 19. Which is the most important step in Event planning process?

Mark only one oval.

- Ascertain preference & choice of client
- Consider suitable venue
- Decide on goals, objectives & mission of the Event
- All the options

28. 20. What activity is not suitable for a "Green Event"?

Mark only one oval.

- Going Digital & reducing paper use
- Burning bon-fires at the event party
- Buffet style food servings to reduce waste
- Using ec-freindly, recyclable materials for making of stage & structures

29. 21. Event Budgeting Principles do not involve

Mark only one oval.

- Proper training of co. employees involved in the budgeting process
- Allow time for Budget preparation
- Involve joint effort & allow consultation
- not addressing the contingencies & be unprepared for unexpected situations.

30. 22. Pick the "E" which is not pertinent to Event Experience

Mark only one oval.

- Enlightening
- Eve Teasing
- Engaging
- Entertaining

31. 23. Food supplied at Events should be

Mark only one oval.

- fresh
- sustainable
- unique
- all of the options

32. 24. Which factor is not that important while planning for the Event program content?

Mark only one oval.

- Weather outside
- Opening & Closing Ceremonies
- Special Effects
- Celebrity Performance

33. 25. Event Marketing involves (Choose the odd man out)

Mark only one oval.

- Creation of Value
- Sustains the sponsoring organisation & the Event Management Company.
- Promotes Goodwill
- Creating negative publicity for the Event

34. 26. Marketing Srtategy formulation depends on which 'W's?

Mark only one oval.

- What is happening outside the Event?
- What to achieve from the Event?
- What resources does the Co. have to hold the Event?
- All of the given options

35. 27. Market Segmentation basis are

Mark only one oval.

- Moods of the Public
- Demographic Charactreistics
- Consumer Behaviour
- Geographic factors

36. 28. Event promotion avenues are

Mark only one oval.

- Signage & Banners
- Paid Advertising online & offline
- Using social media
- All of the given options

37. 29. Which feature will have a negative impact on an Advertisement campaign?

Mark only one oval.

- Promote Event image, Logo & Brand
- False claims & promises
- Being positive & interesting to attract attention
- Encourage Public Participation

38. 30. What is not part of "AIDA" in a promotion scheme?

Mark only one oval.

- Action
- Desire
- Interest
- Animation

39. 31. What is the most important factors that decide what & how to sponsor?

Mark only one oval.

- Identifying sponsor objectives
- Decide on strategy
- Resource planning
- Identify target audience

40. 32. Which criteria does not give indication for sponsoring?

Mark only one oval.

- Irrelevance
- Mission Alignment
- Business Result
- Brand fit

41. 33. Which among the options is not a risk management goal?

Mark only one oval.

- Fulfilling social responsibilities
- Fulfilling financial goals
- Contravention pf statutory legal obligations
- Avoidance of Injury

42. 34. An Event planning Contract should not include

Mark only one oval.

- Payment mode & schedules
- Internal provisions related to labor & staff
- Indemnification clause
- Termination clause

43. 35. What are the scales of likelihood of risks associated with an Event?

Mark only one oval.

- Certain to Occur
- Very Likely
- Possible
- All the options

44. 36. Which risk level rating calls for immediate attention?

Mark only one oval.

- Critical
- Very low
- Moderate
- High

45. 37. Which option is not a part of risk audit?

Mark only one oval.

- Interviewing event personnel to gauge their level of readiness
- Checking of Venue for possible hazards
- No review of event management systems
- Observing & taking experience from other similar events

46. 38. Alcohol related risks can best be countered by

Mark only one oval.

- selling alcohol at a point away from the venue
- prohibiting alcohol sales in & around the venue
- limiting alcohol consumption to stipulated measured amount
- Keeping bouncers to evict drunk people

47. 39. Pick out the Technology related risk from the options given

Mark only one oval.

- Drunk spectators
- Unruly Crowd
- Computer Virus Attack
- Gross Mismanagement

48. 40. Which is in your opinion a legal issue in conducting an event?

Mark only one oval.

- Compter Breakdown
- Audio system malfunctioning
- Damage to Stage decorationa
- I.T. & GST non-compliance

49. 41. What factors are to be looked into for effective crowd management?

Mark only one oval.

- Quantity of ticket sales
- Entry & Exit point monitoring
- Sale of Alcohol
- All of the options

50. 42. Damage Control Measures should not include

Mark only one oval.

- Mismanagement & inefficient Administration
- Abolition
- Substitution
- Engineering

51. 43. Why is Media important for an Event?

Mark only one oval.

- Helps in building strong relationships
- Contributes to the success of an Event
- For all the mentioned benefits
- Fulfills the goals & purpose of an Event

52. 44. Pick out the advantages that media can bring to an Event.

Mark only one oval.

- Strengthen the organisation's brand
- Helps in positioning a brand
- Bring attention to a social cause or responsibility
- All of these

53. 45. Media Briefings will not succeed if

Mark only one oval.

- the location/venue is bad
- the timing is inappropriate
- the press release is not well scripted
- All of these

54. 46. Brainstorming session benefits: (pick out the odd option)

Mark only one oval.

- Motivation
- Exciting & inexpensive
- Maximises Profit
- Equal opportunity provider

55. 47. Pick out the disadvantage of having a celebrity in an Event

Mark only one oval.

- Law & Order problem due to unruly crowds
- facilitates getting sponsorship
- Raise awareness about the Event
- Attract media to cover the Event

56. 48. Talent Management System involves

Mark only one oval.

- Planning
- Recruiting
- Developing & Retaining
- All the given options

57. 49. What factor has most contributed to innovations in Event Industry?

Mark only one oval.

- Media
- Celebrity
- Attendees
- IT & Computers

58. 50. What is Event Driven Architecture(EDA)?

Mark only one oval.

- Computer Hardware
- Design
- Graphics
- Computer Software

59. 51. What here does not involve Computers in Event Management?

Mark only one oval.

- Use of Internet Marketing
- Manual Ticket Counter
- Digital displays & Special Effects
- Drones

60. 52. Computer aided Event Management involves

Mark only one oval.

- Video conferencing
- Creating Facebook profile for the Event
- Interaction with speakers, attendees through E-mails
- All the options

61. 53. What is not true for a Computer aided Event Management?

Mark only one oval.

- Increases Work Load
- Fater Payments to Vendors
- Enhanced quality of Service
- Facilitates implementation of innovative ideas

62. 54. What are the benefits of Versatile Staging?

Mark only one oval.

- All-in-One concept
- Strong & Durable
- Easy to assemble & dis-assemble
- All of these

63. 55. Which among the options is not a creative effect?

Mark only one oval.

- Fireworks Effect
- Multimedia Effects
- Crowd Management
- Choreography

64. 56. Human Resource Management involves

Mark only one oval.

- anticipating human labour required
- structuring tasks for the resource persons
- Assigning the work force
- All the given options.

65. 57. Human Resource Management is vital in Event Management because

Mark only one oval.

- Events are package of goods & services
- Untested & Unexperienced
- Events are risky & complex
- All the given options.

66. 58. Event Team Management Policy demand

Mark only one oval.

- Every Team member to be aware of the Event goals
- Continuous evaluation team member's performance
- Hiring the right persons with the appropriate mix of skills & experience
- All of these

67. 59. Which committee has no relevance to an Event Team?

Mark only one oval.

- Law & Order Committee
- Safety & Security Committee
- Logistic Committee
- Food & Beverages Committee

68. 60. Which sequence is correct in a hiring process?

Mark only one oval.

- Recruitment> Orientation> Selection
- Selection>Recruitment>IOrien
- Recruitment>Selection>Orientation
- Recruitment>Orientation

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