



BRAINWARE UNIVERSITY

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Brainware University
Barrackpore, Kolkata - 700125

2021-2022
B.Sc. (MSJ) - Hons
2021

Term End Examination 2023
Programme – B.Sc.(MSJ)-Hons-2021

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

Course Code - BMSJC403
(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Choose the correct option. Assertion: Event and Event Management both are same. Reasoning: For example, organising a birth party and attending a birthday party are same
- a) A is true and R is false
b) A is false and R is true
c) Both A and R are false
d) Both A and R are true
- (ii) Choose the correct option. Assertion: Marketing and marketing communication are part of media studies as well as management studies. Reasoning: Media marketing is effective for the purpose of promotion of a product in the market.
- a) A is true and R is false
b) A is false and R is true
c) Both A and R are true and R is the correct explanation of A
d) Both A and R are true and R is not the correct explanation of A
- (iii) Select which one is not the event management company?
- a) WOW event
b) Avian we
c) Wizcraft
d) 360 degrees
- (iv) Choose the correct definition of event
- a) Event is a planned & organised activity, incidence or occurrence at a definite time, place & venue
b) Event is an activity
c) Event is a planned and organised activity related to sports only
d) None of these
- (v) Choose which one is an Experiential Event
- a) Fund raising activity
b) Birthday party
c) Political event
d) None of these
- (vi) Select the risk level rating calls for immediate attention.
- a) Very low
b) High
c) Moderate
d) Critical

- (vii) Choose the likelihood scales for assessment of risk in a political event
- a) Very likely
 - b) Certain to Occur
 - c) Possible
 - d) All of these
- (viii) Which one is important for PR-Choose
- a) Media relations
 - b) Community relations
 - c) Liaison with stakeholders
 - d) All of these
- (ix) Assertion: Public relations can be analysed as a two way act. Reasoning: It is because, public relations help to maintain image of the company in the market
- a) Both are true
 - b) Both are false
 - c) R is the correct explanation of A
 - d) R is not the correct explanation of A
- (x) Who does ensure that the event management team should stick to the estimated budget of the event? - Choose
- a) Account coordinator
 - b) Event assistant
 - c) Event planner
 - d) None of the above
- (xi) Which is not the event planning tool? - Choose
- a) Creative brief
 - b) Models
 - c) Map
 - d) Run sheet
- (xii) Choose the correct option. Assertion: Youtube is a social media platform. Reasoning: Facebook has the option of following celebrities
- a) A is true and R is false
 - b) A is false and R is true
 - c) Both A and R are true but R is not the correct explanation of A
 - d) Both A and R are true and R is the correct explanation of A
- (xiii) Break event point means- Choose from the following
- a) Revenue is more than
 - b) Revenue is more than expenses
 - c) Total revenue equals to total expenses
 - d) None of these
- (xiv) Select Which option is not a part of risk audit?
- a) Interviewing event personnel to gauge their level of readiness
 - b) Checking of Venue for possible hazards
 - c) No review of event management systems
 - d) Observing & taking experience from other similar events
- (xv) Damage Control Measures should not include - Select
- a) Abolition
 - b) Substitution
 - c) Mismanagement & inefficient Administration
 - d) Engineering

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write 5 interview questions to an marketing manager regarding his or her professional journey (3)
3. Write short note on strategic marketing (3)
4. Write the post-event amplification of managing a seminar in your college (3)
5. Write a short note on relationship marketing (3)
6. Imagine you are an event manager of a company. You have to manage a a new product launch event. How do you communicate to the press during the press conference? Explain (3)

OR

- Suppose you are an event coordinator and you are organizing a potluck party in your college. Express and share your idea about theme and decoration. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Produce an email content for introducing a newly launched mobile phone in the market (5)
8. How to differentiate between marketing and marketing communication for introducing a new product in the market? Apply your knowledge in this regard. (5)
9. Compare and contrast AD and marketing communication (5)
10. Compare and contrast PR and marketing (5)
11. Design a risk matrix for an academic event (seminar or workshop) in your college or university. (5)
12. Suppose you are an event coordinator and you are organizing a fashion show in your college. Express and share your idea about theme and decoration. Estimate an approx. budget for this event also. (5)

OR

Write a STP analysis for any FMCG product of your choice in Indian market. (5)

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