



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA-Hons-2023

Course Name – Event Management

Course Code - BBA60115

(Semester VI)

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) Explain why events are considered unique.
 - a) Objectives only
 - b) Audience only
 - c) Context and scale
 - d) Decoration style
- (ii) Interpret the primary objective of corporate events.
 - a) Personal celebration
 - b) Cultural preservation
 - c) Strategic business objectives
 - d) Religious rituals
- (iii) Choose the event life cycle stage that involves budget preparation.
 - a) Planning
 - b) Execution
 - c) Closure
 - d) Evaluation
- (iv) Select the concept of event tourism to identify the correct example.
 - a) Office meeting
 - b) Trade license
 - c) Cultural festival travel
 - d) Classroom lecture
- (v) Select the industry most closely integrated with Event Management.
 - a) Agriculture
 - b) Hospitality and tourism
 - c) Mining
 - d) Banking only
- (vi) Identify the first step in the event planning process.
 - a) Budgeting
 - b) Concept development
 - c) Execution
 - d) Evaluation
- (vii) State the document that outlines objectives, budget, and logistics of an event.
 - a) Event proposal
 - b) Event report
 - c) Event audit
 - d) Event checklist
- (viii) Define event feasibility.
 - a) Event promotion
 - b) Practical viability of an event
 - c) Event execution
 - d) Risk transfer
- (ix) Identify the basis used to differentiate internal and external stakeholders.

- a) Location
- b) Duration
- c) Profit
- d) Level of involvement
- (x) State the role of volunteers in event operations.
- a) Sponsorship
- b) Operational support
- c) Budget approval
- d) Media handling
- (xi) Choose the most suitable method to improve future events.
- a) Ignore feedback
- b) Focus promotion
- c) Use post-event review
- d) Reduce staffing
- (xii) Locate the promotional activity conducted before an event.
- a) Post-event review
- b) Pre-event publicity
- c) Event closure
- d) Feedback analysis
- (xiii) Identify the key element that links sponsors and events.
- a) Mutual benefit
- b) Decoration style
- c) Event duration
- d) Audience size
- (xiv) Predict how negative media coverage affects an event.
- a) Improves image
- b) Increases sales
- c) Damages reputation
- d) Enhances branding
- (xv) Identify the tool used to collect post-event feedback.
- a) Budget sheet
- b) Feedback form
- c) Risk register
- d) Contract

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Differentiate between personal events and public events based on audience and planning requirements. (3)
- 3. Classify events based on scale and give one example for each category. (3)
- 4. List any three types of event purposes mentioned in the module. (3)
- 5. Show how break-even analysis can be applied to decide ticket pricing for a medium-scale event. (3)
- 6. Examine the relationship between quality benchmarks and guest satisfaction in event execution. (3)

OR

- Analyze the role of rehearsals and mock runs in minimizing operational risks during events. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Enumerate the importance of Event Management across various industries such as corporate, tourism, and education sectors. (5)
- 8. Assess the importance of coordination and communication among event stakeholders. (5)
- 9. Describe the concept and theme of an event and explain their importance in event organization. (5)
- 10. Describe the process of preparing an event budget with suitable components. (5)
- 11. Analyze the role of sponsorship management in event success. (5)
- 12. Evaluate the growing importance of digital and virtual events in the post-pandemic era. (5)

OR

- Critically evaluate the role of sustainable and green practices in the future scope of Event Management. (5)
