



## BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

**Programme – Bachelor of Arts (Honours) in Journalism, Mass Communication & Media Science**

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

**Course Code - BJMCC403**

**( Semester IV )**

**Time allotted : 1 Hrs.15 Min.**

**Full Marks : 60**

[The figure in the margin indicates full marks.]

### Group-A

(Multiple Choice Type Question)

1 x 60=60

*Choose the correct alternative from the following :*

(1) Define EVENT

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

(2) Name an Educational Event

- |                        |                   |
|------------------------|-------------------|
| a) Graduation Ceremony | b) Birthday Party |
| c) Product launch      | d) Olympics       |

(3) Which event is not a Family Event?

- |             |                   |
|-------------|-------------------|
| a) Birthday | b) Olympics       |
| c) Marriage | d) None the above |

(4) During Event Activities include

- |                   |                         |
|-------------------|-------------------------|
| a) Dismantling    | b) Post mortem analysis |
| c) Vote of Thanks | d) All the options      |

(5) The Right sequence of Event planning is

- |  |  |
|--|--|
| a) Effective use of Resources, Think Big, Select Venue | b) Select Venue, Decide on marketing & promotional strategies, Think Big |
|--|--|

- c) Define Objectives & Purpose, Decide your target market & audience, Estimate Revenue & Expenditure
- d) All the options
- (6) Identify the risk in event management
- a) Traffic jam
- b) Political procession
- c) Fire
- d) Social celebrations
- (7) What are the key factors in risk management?
- a) Identifying potential threats
- b) Analysing the dangers
- c) Assessing the danger
- d) All of these
- (8) Contract in event management ensures
- a) proper goods & service deliveries by vendors
- b) minimises risk
- c) ensures safety of guests & employees
- d) All of these
- (9) Risk Matrix is
- a) analysis of likelihood & consequences of risk
- b) array of numbers showing number of people attending an event
- c) cost estimates for an event
- d) event design specifications
- (10) What is not a threat to event management
- a) alcohol
- b) terrorism
- c) mismanagement
- d) state-of-the-art technology
- (11) What is not a part of a Crisis management Plan?
- a) ways to avoid the crisis
- b) ways to defuse the crisis
- c) running away in crisis
- d) solving the crisis
- (12) Which threat is most difficult to counter in Event Management/
- a) Terrorism
- b) Alcohol
- c) Technology Failure
- d) Natural Disaster
- (13) Which is the most important step in Event planning process?
- a) Ascertain preference & choice of client
- b) Consider suitable venue
- c) Decide on goals, objectives & mission of the Event
- d) All the options
- (14) Which question is not a valid question to a Event Planner?
- a) What Kind of Event?
- b) When to hold the Event
- c) Why necessary to hold the Event?
- d) Whom to lay blame for failure of the Event?
- (15) Event Budgeting Principles do not involve
- a) Proper training of co. employees involved in the budgeting process
- b) Allow time for Budget preparation
- c) Involve joint effort & allow consultation
- d) not addressing the contingencies & be unprepared for unexpected situations.
- (16) Which factor is not that important while planning for the Event program content?
- a) Weather outside
- b) Opening & Closing Ceremonies
- c) Special Effects
- d) Celebrity Performance
- (17) Which 'P' is not included in the 7 P's for successful marketing?

- a) Partnership
  - c) Promotion
- (18) Event promotion avenues are
- a) Signage & Banners
  - c) Using social media
  - b) Poverty
  - d) Price
  - b) Paid Advertising online & offline
  - d) All of the given options
- (19) Which feature will have a negative impact on an Advertisement campaign?
- a) Promote Event image, Logo & Brand
  - c) Being positive & interesting to attract attention
  - b) False claims & promises
  - d) Encourage Public Participation
- (20) What is not part of "AIDA" in a promotion scheme?
- a) Action
  - c) Interest
  - b) Desire
  - d) Animation
- (21) What is the most important factors that decide what & how to sponsor?
- a) Identifying sponsor objectives
  - c) Resource planning
  - b) Decide on strategy
  - d) Identify target audience
- (22) What benefits can sponsorer enjoy from an event?
- a) Creat brand loyalty & commitment
  - c) Generate new sales & form new business partnerships
  - b) Buiold brand positioning through associative i magery
  - d) All the given options
- (23) Which criteria does not give indication for sponsoring?
- a) Irrelevance
  - c) Business Result
  - b) Mission Alignment
  - d) Brand fit
- (24) Which one is not a threat to an event?
- a) Terrorist Attack
  - c) Overcrowding
  - b) Good Weather
  - d) Fire
- (25) Which among the options is not a risk management goal?
- a) Fulfilling social responsibilities
  - c) Contravention pf statutory legal obligations
  - b) Fulfilling financial goals
  - d) Avoidance of Injury
- (26) Identify the non-hazardous situation
- a) Technological Hazard
  - c) Natural disaster
  - b) Human error
  - d) Safe & appropriate venue
- (27) An Event planning Contract should not include
- a) Payment mode & schedules
  - c) Indemnification clause
  - b) Internal provisions related to labor & staff
  - d) Termination clause
- (28) Damage Control Measures should not include
- a) Mismanagement & inefficient Administration
  - c) Substitution
  - b) Abolition
  - d) Engineering
- (29) Why is Media important for an Event?
- a) Helps in building strong relationships
  - c) For all the mentioned benefits
  - b) Contributes to the success of an Event
  - d) Fulfills the goals & purpose of an Event

- (30) Pick out the traditional media channel from the given options
- a) Websites
  - b) Newspapers
  - c) E-mails
  - d) Social Media
- (31) Pick out the advantages that media can bring to an Event.
- a) Strengthen the organisation's brand
  - b) Helps in positioning a brand
  - c) Bring attention to a social cause or responsibility
  - d) All of these
- (32) Media Briefings will not succeed if
- a) the location/venue is bad
  - b) the timing is inappropriate
  - c) the press release is not well scripted
  - d) All of these
- (33) Brainstorming doesn't involve
- a) coming up with new ideas
  - b) imaginative & creative thinking
  - c) collective decision making
  - d) criticising fellow participants
- (34) Brainstorming session benefits: (pick out the odd option)
- a) Motivation
  - b) Exciting & inexpensive
  - c) Maximises Profit
  - d) Equal opportunity provider
- (35) What factor has most contributed to innovations in Event Industry?
- a) Media
  - b) Celebrity
  - c) Attendees
  - d) IT & Computers
- (36) Human Resource Management is vital in Event Management because
- a) Events are package of goods & services
  - b) Untested & Unexperienced
  - c) Events are risky & complex
  - d) All the given options.
- (37) Quality of an Event does not depend on
- a) Time
  - b) Scope
  - c) Vendors
  - d) Cost
- (38) The missing dimensions of a SERVQUAL MODEL are...
- a) Responsiveness
  - b) Tangible & Empathy
  - c) Reliability
  - d) All the options are correct
- (39) Teamwork in Event is good because..
- a) Promotes sharing of ideas
  - b) Synergy created & execution facilitated
  - c) Stand-by team can be created
  - d) All the above
- (40) What qualities in a candidate will make him most suitable for an Event industry?
- a) excellence in time management
  - b) having innovative ideas
  - c) can be a team leader
  - d) All the above
- (41) CSR means such activities related to
- a) Human rights
  - b) Health & Safety
  - c) Ecology
  - d) All of the options
- (42) Benefits & importance of CSR are: (Fill the blanks)
- a) Operational Cost Saving
  - b) Good reputation
  - c) Maintaining proper relationship with stake holder
  - d) All of the options

- (43) Women are assets to any Event Management Co for their qualities. Pick the odd one out.
- a) More organized  
b) Meticulous  
c) Disobedient  
d) Commitment
- (44) The full form of MICE is
- a) Meetings, Incentives, Conferences, Exhibitions  
b) Money, Incentives, Conferences, Exhibitions  
c) Meetings, Innovation, Conferences, Exhibitions  
d) Meetings, Incentives, Crowd, Estimate
- (45) What are the qualities sought in a Wedding Planner?
- a) Time Management  
b) Networking  
c) Ability to do proper Budgeting  
d) All the qualities are correct
- (46) Traditionally the 4 Ps did not include
- a) Product  
b) Price  
c) Place  
d) People
- (47) Which of the following Ps were added later?
- a) Product, Price, Place  
b) Product, Price, Promotion  
c) People, Process, Physical Evidence  
d) People, Product, Price
- (48) The process of marketing planning includes
- a) The 7Ps  
b) The 4Ps  
c) Media Buying  
d) Media Selling
- (49) Categories of risks include
- a) Risk of Losing  
b) Risk of Detriment  
c) Risk of Injury  
d) None
- (50) A failure to assess the risks involved in events can be disastrous as a result of
- a) Risk of Injury  
b) Risk of Reputation  
c) Risk of Financial Losses  
d) All of the above
- (51) One of the methods of identifying risks is
- a) Onsite Investigations  
b) Inquiry  
c) Safety  
d) Listing
- (52) Event risk audit involves
- a) checking the proposed venue for possible hazards  
b) observing other similar events to see how participants are likely to interact with the event environment  
c) reviewing event management systems, policies and procedures and ensuring they are up to date  
d) All of the above
- (53) Being a clear, confident and approachable communicator will help event managers to establish themselves as
- a) Effective team leader  
b) Efficient team player  
c) Effective problem solver  
d) None of the above
- (54) Effective budget management minimises .....
- a) Time  
b) Risks

- c) Supplies
- d) Budget
- (55) An event cannot take place without deciding the .....
- a) Venue
- b) Time
- c) Date
- d) Supplies
- (56) Time management of an event includes
- a) Scheduling
- b) Coordination
- c) Timeliness
- d) All of the above
- (57) Which of the following is not a broad classification of events?
- a) Leisure Events
- b) Cultural Events
- c) Public Events
- d) Personal Events
- (58) Which of the following is a type of organisational event?
- a) Birthdays
- b) Expos
- c) Weddings
- d) Festivals
- (59) Expand the abbreviation MICE in corporate events
- a) Meetings, Incentives, Conferences, Exhibitions
- b) Meetings, Industrial Visit, Conferences, Expo
- c) Meetings, Incentives, Conferences, Expo
- d) Meetings, Industrial Visit, Conferences, Exhibition
- (60) The best event managers have organisational skills such as .....to help them successfully plan and organise an event.
- a) Documentation, Budget, Notes
- b) Detailed planning documentation, checklists, and cash
- c) Detailed planning documentation, step-by-step checklists, and handy software tools
- d) None