



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Science (Honours) in Media Science & Journalism

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

Course Code - BMSJC403

(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 audience | d) All the options |

get market & audience, Estimate Revenue & Expenditure

- (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
 - b) Poverty

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

- 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 stakeholders
 - 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, Exhibition
s
 - b) Meetings, Industrial Visit, Conferences, Expo
 - c) Meetings, Incentives, Conferences, Expo
 - d) Meetings, Industrial Visit, Conferences, Exhib
ition
- (60) The best event managers have organisational skills such asto help the
m 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