

Exam. Code : 108705
Subject Code : 2186

B.A. Journalism & Mass Communication 5th Semester
EVENT MANAGEMENT : PRINCIPLES & METHODS

Paper—501

Time Allowed—3 Hours] [Maximum Marks—75

Note :— There are *eight* questions. Candidates are required to attempt any *five* questions. All questions carry equal marks.

SECTION—A

1. Discuss the importance of budget and buffer while managing an event.
2. What preparations you need to make if you are planning a fashion show for wives of Army men ?

SECTION—B

3. Discuss the role of exhibition in enhancing the image of a company.
4. Discuss the layout of a wedding exhibition.

SECTION—C

5. What is the importance of media in promoting an event ?
6. Discuss various tools to promote an exhibition.

SECTION—D

7. Throw light on uses and abuses of trade fair.
8. Discuss the importance of print and display material in an exhibition.

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