

DU-363

M.B.A. (F.T.) IVth Semester (N/X) Examination, 2021

Principles of Event Management

Paper - FELEM-1

[Maximum Marks : 80

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. What are virtual Events ?

2. What is meant by Transit Advertising ?

3. Define an Event Budget. What are the Key factors to be considered while preparing the budget ?

4. Explain the permissions and procedures for conducting an Event.

5. Explain the importance of Leadership and Team building in Event Management ?