

g. No.:



W6878

Name:

University of Kerala

Third Semester FYUGP Degree Examination, November 2025

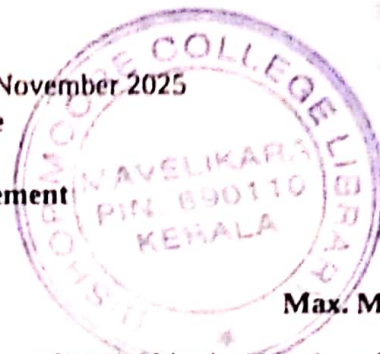
Discipline Specific Core Course

MANAGEMENT

UK3DSCMGT204 - Event Management

Academic Level: 200-299

2024 Admission



Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Identify the first step of event management process from the following. Options : A)Budget planning B)Marketing C)concept development D)Execution	RE	1
2	State the main purpose of organizing corporate events. Options : A)Entertain the general public B)Promote social gatherings C)Achieve business communication and networking goals D)Celebrate cultural festivals	RE	1
3	Identify which of the following options does not belong to the types of events. Options : A)Conference B)Festival C)Budget meeting D)Wedding	UN	1
4	Explain why measuring visitor satisfaction after an event is important for the organizer. Options : A)Vendor contract terms B)how effective the promotion and engagement strategies were C)increase construction cost D)decrease construction cost	UN	4
5	Explain the importance of event management in today's context.	UN	1

Qn No.	Question	CL	CO
	Options : A)It increases the cost of promotion B)It minimizes the role of stakeholders C)It enhances audience experience and ensures smooth execution D)It reduces the scope of planning		
6	Determine which of the following is not a characteristic of an event. Options : A)Temporality B)Intangibility C)Permanent in nature D)Has a fixed time and place	UN	1

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain the nature and importance of events in modern business and society.	UN	1
8	Explain the importance of planning in MICE events	UN	3
9	Apply effective leadership principles to plan and manage a team for a large-scale cultural festival.	AP	2
10	You are planning a charity event with a limited budget. Apply low-cost promotional techniques to attract maximum public attention.	AP	4
11	Demonstrate how knowledge of event practices helps in organizing a successful seminar.	AP	1

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Illustrate how businesses can gain benefits from events by giving four practical examples. OR B) Plan a basic two-day conference for college students. What activities will you include on each day	AP	1, 3
13	A) Discuss the importance of team leadership and time management in successful events. OR B)	AP	2, 4

Qn No	Question	CL	CO
	Illustrate the role of an event coordinator in handling different phases of an event.		
14	A) Compare and contrast the characteristics of conferences and conventions OR B) Analyse the similarities and differences between a private event and a public event in terms of planning and security.	AN	3, 1
15	A) Analyse the key factors that influencing the customer decision making in Event Marketing . OR B) Analyse the significance of time and infrastructure management.	AN	4, 2

Part D.24 Marks. Time: 60 Minutes. (Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each. Answer all 4 questions choosing among options * within each question

Qn No	Question	CL	CO
16	A) Analyze the role of post event evaluation and feedback in improving future conference planning OR B) Discuss the unique features and similarities of different types of events.	AN	5, 1
17	A) Evaluate the impact of globalization and professional development needs on the growing demand for conferences across sectors. OR B) Evaluate the effectiveness of different marketing tools in promoting an event.	EV	3, 4
18	A) Evaluate the importance of marketing and promotion in event planning with examples	EV	2, 1

Qn No.	Question	CI	CO
	OR B) Appraise the advantages and limitations of virtual events compared to physical events.		
19	A) Create an Event Marketing Mix for a Product Launching OR B) Design a promotion plan for a college cultural fest using both traditional and digital media. Explain how each medium will be used to attract the target audience.	CR	4, 4