

9. Write short notes on :

- (a) Strategic alternatives
- (b) Pricing objectives.

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**MBA 2 Year 1st Semester (CBCS)
Examination-December, 2016**

**Event Management (Discipline Specific
Elective Course)**

Paper : 16IMG21D2

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Section-A is compulsory. Attempt one question from each Unit in section B. All questions carry equal marks.

SECTION - A

1. Answer the following in short :

- (a) Define target audience.

- (b) Write any two disadvantages of events.
- (c) Give any two importance of events.
- (d) Write the C's of event.
- (e) Write any two functions of management in event.
- (f) What do you mean by deviation ?
- (g) Write any method of pricing event.
- (h) Define Segmentation.

SECTION - B

UNIT - I

- 2. What do you mean by Event Management ?
Explain its nature and scope.
- 3. Explain the various tools of event management with their advantages and disadvantages.

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UNIT - II

- 4. Who are target audience ? Why are they so important in Event Management ?
- 5. How is a venue important in event management ? What steps should be taken by the organiser while deciding the venue.

UNIT - III

- 6. Explain the various methods of pricing in Event management.
- 7. Describe the various functions of management in making the event successful.

UNIT - IV

- 8. What are the various factors for measuring the performance of an event ?

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[Turn Over