



**III Semester B.Com. (F&A) (A&E) Degree Examination,
December/January - 2025/26
(SEP Scheme F+R)
COMMERCE
Event Management
Paper - 3.4a**

Time : 3 Hours

Maximum Marks : 80

Instructions :

Answers should be written in English only.

SECTION - A

Answer any Five sub questions. Each sub question carries two marks.(5×2=10)

1. a) What is event management?
- b) Give the meaning of budgeting in events?
- c) State the 5 Ps of event marketing.
- d) Define event safety.
- e) What is an immersive event?
- f) Give the meaning of team building.
- g) State any four events.

SECTION - B

Answer any Three questions. Each question carries six marks. (3×6=18)

2. Briefly explain the characteristics of event management.
3. Bring out the different approaches of team building in event management.
4. Write a note on internet advertising.
5. Describe the key steps involved in organising an event.
6. Inter the purpose of green and sustainable events.

SECTION - C

Answer any Three questions. Each question carries fourteen marks. (3×14=42)

7. Explain in detail the principles of event management.
8. Interpret the process of site selection for an event.

[P.T.O.]



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9. Discuss the purpose of having a pre event, during the event and post event check-lists.
10. Analyse the applications, benefits and challenges of virtual reality.
11. Write a note on the following.
 - a) Flyers
 - b) Posters

SECTION - D

Answer any one of the following sub-question. The question carries Ten marks.
(1×10=10)

12. a) Prepare a budget for conducting inter collegiate commerce fest.

(OR)

- b) Discuss the procedure of maintaining safety of guests and participatns in event.
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