

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

(6 Pages)

Reg. No:

Question Code No : 25000723

Course Code : 24PSC011

PG Degree - End Semester Examinations, November 2025

First Semester

M.COM

Principles of Event Management

(For those who joined in July 2024 onwards)

Time : 3 Hours

Maximum : 75 Marks

PART – A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

1. _____ have vested interest in the event success.
(a) Vendors (b) Supplier Manager
(c) Operation Manager (d) Stake holders
2. The importance of establishing policies and procedures in event management is
(a) To save time during the event

- (b) To ensure consistency, safety and legal compliance
 - (c) To increase profit
 - (d) To attract more sponsor
3. Venue license include
- (a) Ensuring with building codes
 - (b) Safety regulations
 - (c) Local ordinances
 - (d) All the above
4. Which of the following utilities must be ensured at the event venue?
- (a) Free wifi
 - (b) Electricity and water
 - (c) Mobile charging stations
 - (d) Parking spaces
5. Communication channels are included in
- (a) E-Mail
 - (b) Meeting
 - (c) Project Management tool
 - (d) All the above
6. The importance of managing an event is
- (a) To create event decoration
 - (b) To print event ticket
 - (c) To ensure all team members and stake holders are informed and aligned
 - (d) To manage security at the venue
7. Marketing materials include
- (a) Invitations
 - (b) Posters

- (c) Social media post (d) All the above
8. One of the limitation of public relations is
- (a) It guarantees immediate sales
 - (b) It requires no planning
 - (c) It may not provide instant measurable result
 - (d) It replaces advertising completely
9. The format of social media content can take form from
- (a) Insights (b) Tweets
 - (c) E-Mails (d) Boilerplate
10. Entertainment often included in corporate event is
- (a) To engage attendees and create a memorable experience
 - (b) To book ticket sales
 - (c) To serve as background music for presentations
 - (d) To reduce cost of an event

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Explain purpose of record keeping system in event management.

(OR)

(b) Bring out the scope of conducting an event.

12. (a) How would you obtain license for conducting an event?

(OR)

(b) Illustrate the importance of essential utilities, like electricity and water when planning an event.

13. (a) How is communication be effectively managed in organizing an event?

(OR)

(b) How does Computer Aided Event Management (CAEM) assist in event planning?

14. (a) Examine do brainstorming sessions contribute to public relations planning?

(OR)

(b) List out limitations of public relations.

15. (a) Why is budgeting important in corporate event planning?

(OR)

(b) "Reporting is crucial in the event planning process"- Justify.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

16. (a) Explain roles and responsibilities of technical staff in event management.

(OR)

(b) Analyze the scope of event makers and their contributions to the overall success of an event.

17. (a) Identify the principles of holding an event.

(OR)

(b) Discuss the general details and procedure for obtaining permissions and license before holding an event.

18. (a) Outline the role and responsibilities of event managers for non –profit events.

(OR)

(b) List out the process of organizing tales and assigning responsibilities for an event.

19. (a) Explain brain storming session in detail.

(OR)

(b) Analyse process of public relations strategy and planning.

20. (a) Identify the steps to create a blueprint for a corporate event.

(OR)

(b) Examine the need for entertainment in corporate events.

