

KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E00716

Course Code: 24PSCO11/25PSCO11

PG Degree - End Semester Examinations, April 2026

First Semester

M.COM

Principles of Event Management

(For those who joined in July 2024 and June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1 1. What does the scope of event management mainly involve?
K:1
- (a) Only decorating the venue (b) Managing technical staff
- (c) Handling all aspects from planning to post - event evaluation (d) Selecting only food and beverages
- CO:1 2. The following is not an event management
K:1
- (a) Event analysis (b) Decision making
- (c) Random activities (d) Developing record keeping systems
- CO:2 3. A phonographic performance licence is related to
K:1
- (a) Food catering (b) Playing recorded music in public
- (c) Stage decoration (d) Ambulance Service
- CO:2 4. General details of an event include
K:1
- (a) Date, venue, time and audience size (b) Only decoration
- (c) Only tickets sales (d) Safety arrangement
- CO:3 5. Which of the following ensures no task is forgotten?
K:2
- (a) Invitation (b) Checklist
- (c) Ticket (d) Stage decoration

- C0:3 6. A part of event communication is
K:2 (a) Sending invitations (b) Giving instructions to staff
(c) Advertising (d) All of these
- C0:4 7. Media management in public relations means
K:1 (a) Controlling and planning flow of information through media
(b) Decorating stage
(c) Collecting information
(d) Collecting tax
- C0:4 8. Public relations strategy and planning help in
K:1 (a) Making random decisions
(b) Achieving goals step by step
(c) Wasting time
(d) Ignoring public opinion
- C0:5 9. A corporate event organizer's main job is
K:2 (a) Only decoration work (b) Seating plan
(c) Careful planning of (d) Managing the entire event
income smoothly
- C0:5 10. A blueprint helps in
K:2 (a) Clear and systematic (b) Guest management
planning
(c) Giving results and (d) Ensuring safety
feedback after event

PART - B (5 X 5 = 25 Marks)

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

Answer should not exceed 250 words.

- C0:1 11. (a) Why is event management important in today's world?

K:2 **(OR)**

(b) Write short note on the role of decision makers in an event.

- C0:2 12. (a) Why are permissions important in event management?

K:4 **(OR)**

(b) List any four utilities required for an event and explain briefly.

CO:3 13. (a) Illustrate the importance of a checklist in an event
K:3 management.

(OR)

(b) Explain the computer aided event management.

CO:4 14. (a) Explain the importance of public relations.

K:2

(OR)

(b) Summarise the concept of media management in public relations.

CO:5 15. (a) Discuss the importance of budgeting in corporate event
K:4 management.

(OR)

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

PART - C (5 X 8 = 40 Marks)

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

Answer should not exceed 600 words.

CO:1 16. (a) Explain the role of an event manager and how they co-
K:4 ordinate with different departments.

(OR)

(b) List out the establishing of policies and procedures in event management.

CO:2 17. (a) Illustrate the role of government and local authorities in
K:3 granting permission for event.

(OR)

(b) Outline the importance of various utilities in the successful conduct of an event.

CO:3 18. (a) Identify roles of event managers in different events.

K:4

(OR)

(b) Classify steps in preparing a planning schedule.

CO:4 19. (a) Analyse the different types of media used in public relations.

K:4

(OR)

(b) What is brainstorming sessions? Why is it used in public relations?

CO:5 20. (a) Explain the job responsibilities of a corporate event organizer.
K:3

(OR)

(b) Illustrate the role and preparation of a blueprint in corporate events.