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 : 25O00706   **Course Code : 25PSCO11**

PG Degree - End Semester Examinations, November 2025

First Semester

M.COM

Principles of Event Management

(For those who joined in July 2025 onwards)

Time : 3 Hours   **Maximum : 75 Marks**

PART – A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

1. The person primarily responsible for coordinating all activities in an event is called

   (a) Decision Maker   (b) Event Manager

   (c) Technical Staff   (d) Sponsor

2. Which of the following is essential for the smooth functioning of event management?

(a) Record keeping system   (b) Ticket pricing

(c) Decoration   (d) Venue size

3. Which license is required for playing music at a public event?

(a) Fire Brigade License   (b) Phonographic
                                  Performance License

(c) Catering License   (d) Water Supply License

4. Which authority provides permission related to safety in case of fire at events?

(a) Police Department   (b) Fire Brigade

(c) Municipal Authority   (d) Health Inspector

5. A tool commonly used to streamline event planning through computers is

(a) Budget sheet   (b) Computer-Aided
                                  Event Management

(c) Manual Checklist   (d) Communication chart

6. Which of the following is most essential in successful event execution?

(a) Organizing tables   (b) Assigning
                                  responsibilities

(c) Media presence   (d) Guest entertainment

7. The process of maintaining a favourable public image for an organization or event is

(a) Marketing   (b) Public Relations

(c) Media Buying   (d) Sponsorship

8. Which of the following is a limitation of public relations?

(a) Builds goodwill   (b) Lack of direct control over media

(c) Enhances reputation   (d) Cost-effective

9. Which of the following is most important in ensuring guest comfort at corporate events?

(a) Safety arrangements   (b) Decoration

(c) Cultural programs   (d) Advertising

10. Creating a detailed plan for the physical layout and flow of a corporate event is known as

(a) Job responsibility   (b) Blueprint

(c) Entertainment plan   (d) Reporting

PART – B (5X5=25 Marks)

Answer ALL Questions choosing either (a) or (b).
Answer should not exceed 250 words.

11. (a) Examine the scope of event management.

(OR)

(b) Identify the important role of technical staff in the events.

12. (a) Infer the role of government and local authorities in granting permissions for events.

(OR)

(b) Categorise the general details to be considered before holding an event.

13. (a) List the steps involved in preparing a planning schedule for an event.

(OR)

(b) Analyse the role of communication in event management.

14. (a) Assume the important role of public relations in event management.

(OR)

(b) Distinguish the different types of media used in PR.

15. (a) Analyse the need for entertainment in corporate events.

(OR)

(b) Inspect the importance of reporting in corporate events.

PART – C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).
Answer should not exceed 600 words.

16. (a) Discuss the importance of establishing policies and procedures in event management.

(OR)

(b) Explain in detail the meaning of event management and why it has become necessary in modern times.

17. (a) Compare the different types of licenses and permissions required to conduct an event.

(OR)

(b) Elaborate the importance of compliance with policies, taxes and utilities in event management.

18. (a) Interpret the roles and responsibilities of event managers on different types of events.

(OR)

(b) Formulate how budgeting and checklist preparation ensure the success of an event.

19. (a) Estimate the role of media management and strategy in successful public relations.

(OR)

b)   Justify how PR writing techniques and brainstorming sessions contribute to event success.

20 (a) Determine the job responsibilities of a corporate events organizer.

(OR)

(b) Compile the steps in planning, budgeting and ensuring safety in corporate events.