

# KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code: 26E02618

Course Code: 25USBA11/24USSL11/  
25USSL11/25USAM11

UG Degree - End Semester Examinations, April 2026

First Semester

B.B.A/B.B.A Shipping and Logistics/B.B.A Aviation Management

Basics 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. \_\_\_\_\_ is the most critical element for audience comfort and  
K:1 safety in an event design.
- (a) Layout (b) Finance  
(c) Publicity (d) Catering
- CO:1 2. Find the odd man out  
K:1
- (a) Venue selection (b) Feedback collection  
(c) Sponsorship search (d) Resource allocation
- CO:2 3. \_\_\_\_\_ ensures the utilization of resources allotted effectively  
K:2
- (a) Timeline setting (b) Resource management  
(c) Break even analysis (d) Cash flow statement
- CO:2 4. \_\_\_\_\_ is a post event activity, ensures the success of an event.  
K:2
- (a) Planning (b) Budgeting  
(c) Profit and Loss analysis (d) Pricing
- CO:3 5. \_\_\_\_\_ element of SWOT analysis highlights the future  
K:1 chances of success of an event.
- (a) Strength (b) Opportunities  
(c) Weakness (d) Threats
- CO:3 6. Feasibility analysis is conducted to determine \_\_\_\_\_  
K:1
- (a) Costs involved (b) Availability of resources  
(c) Expected benefits (d) All the above

- CO:4 7. Find the one which is not an element of event marketing mix  
K:2 (a) Product (b) Price  
(c) Place (d) Partnership
- CO:4 8. Public relations help for \_\_\_\_\_ in event promotion.  
K:2 (a) Media coverage and goodwill (b) Venue design  
(c) Sponsorship contracts (d) Food arrangements
- CO:5 9. Event budgeting is crucial to determine\_\_\_\_\_  
K:1 (a) Control costs (b) Decide audience  
(c) Plan environment (d) Secure transport
- CO:5 10. \_\_\_\_\_ is a tool used for analysing financial viability of an event.  
K:1 (a) Layout design (b) Financial analysis  
(c) Feedback (d) Sponsor search

**PART - B (5 X 5 = 25 Marks)**

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

**Answer should not exceed 250 words.**

- CO:1 11. (a) Apply the stages of event management to a college cultural  
K:3 fest.

**(OR)**

- (b) Explain the need and importance of event management in modern business.

- CO:2 12. (a) List the steps of event planning process.

K:4 **(OR)**

- (b) Analyse the significance of venue selection.

- CO:3 13. (a) Analyse the impact of limited resources on event feasibility.

K:4 **(OR)**

- (b) Examine the role of resource planning in reducing event risks.

- CO:4 14. (a) Explain the elements of 5Ps in event marketing.

K:3 **(OR)**

- (b) Discuss the role of public relations in event promotion.

- CO:5 15. (a) Prepare a simple event budget for a college seminar.

K:4

**(OR)**

(b) Examine the role of sponsorship in event financing.

**PART - C (5 X 8 = 40 Marks)**

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

**Answer should not exceed 500 words.**

CO:1 16. (a) Explain the importance of event management at three  
K:6 different stages.

**(OR)**

(b) Design a model event management framework for a large-scale exhibition.

CO:2 17. (a) Evaluate the challenges in venue design and resource  
K:5 allocation.

**(OR)**

(b) Develop a resource management plan for a university-level conference.

CO:3 18. (a) Examine the factors affecting feasibility analysis.

K:5

**(OR)**

(b) Evaluate the effectiveness of SWOT analysis in determining the success of an event.

CO:4 19. (a) Assess the role of marketing mix in event management.

K:5

**(OR)**

(b) Create a promotional plan using the 5Ps for a product launch.

CO:5 20. (a) Evaluate the challenges of preparing an event budget for  
K:6 large-scale events.

**(OR)**

(b) Design a sponsorship proposal for a national-level cultural event.