

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**

**M. A. DEGREE EXAMINATION, NOVEMBER 2021**

**PUBLIC RELATIONS**

**FIRST SEMESTER**

**TITLE: EVENT MANAEMENT  
CODE: 19PR/PE/EM15**

**TIME: 90 MINS  
MAX MARKS: 50**

**PART A**

**Answer ALL questions in not less than 50 words:**

**3x2=6 marks**

1. Define events.
2. List the different types of events with examples.
3. What is a budget? Briefly explain its importance in an event.

**PART B**

**Answer any THREE questions in not less than 250 words:**

**3x8=24 marks**

4. What is event management? What are the skills required for an event manager?
5. What is an open house? How can an open house help organisations reach their goals?
6. What are the marketing and communication tools that can used to promote an event?  
Cite examples.
7. As an event manager of a corporate organisation, how will you plan an annual general meeting?
8. Outline an event guide to conduct a press meet for a launch of a new mobile phone. List the role of a PR in this event.

**PART C**

**Answer any ONE question in not less than 1000 words:**

**1x20=20 marks**

9. Elaborate the various phases of organising an event.
10. What are the objectives of conducting an event? Write case studies of four successful events – 2 Government, 2 corporates.

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