

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2023 – 2024)

M. A. DEGREE EXAMINATION, NOVEMBER 2023
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : ELECTIVE
PAPER : EVENT MANAGEMENT
SUBJECT CODE : 23PR/PE/EM15
TIME : 90 MINUTES

MAX. MARKS: 50

Q. NO.	SECTION – A Answer all questions in not less than 50 words	5x2=10	CO	KL
1.	Elaborate on the strategies in Event Planning		1	1
2.	Label and describe 5 key elements of event planning (in one line)		1	1
3.	a) What are trade events? List down its benefits (1mark) b) Objective of Special events (1mark)		1	1
			2	2
4.	What are the required skills of an event manager?		2	2
5.	List down the opportunities in events for any new brand in the market		2	2
Q. NO.	SECTION – B Answer the following in not less than 350 words	4x5=20		
6.	a) Unveil the role of PR in event management or b) Explain the importance of digital / social media promotion in events and share insights on the recent trends you have observed.		3	3
7.	a) Why creativity is important in the events industry? or b) Establish the need for setting PR goals and objectives in events as PR professional. Elaborate more on the role of media relations in events.		3	3
8.	a) Considering events as part of service marketing, explain how marketing mix in event management will aid in strengthening the brand communication. Please use relevant examples or scenarios to support. or b) Analyze how events help in reputation management for corporate brands?		4	4
9.	a) What are special events? Describe the role of PR or b) Share some tips in incorporating PR into event management process		4	4

Q. NO.	SECTION – C Answer the following in not less than 700 words 2x10=20	CO	KL
10.	a) 10 benefits of Corporate Events and how they can boost your business. Share a case study regarding Corporate Events or b) Explain the process of developing / managing events for non-profit organizations with case-studies. List down the challenges as well.	5	5
11.	a) Create a plan of action for an event/expo in a prominent mall for Diwali – Curate a name, theme and draw an outline of the step-by-step process involved in putting up the Exhibit. or b) Draw an outline of Planning, Implementation, Communication and Evaluation for events management. Give appropriate example for each element.	5	6
