

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2015 – 2016)**

**SUBJECT CODE: 15PR/PE/EM14**

**M. A./M.Sc./M.Com. DEGREE EXAMINATION, APRIL 2016**  
**PUBLIC RELATIONS**  
**FIRST SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : EVENT MANAGEMENT**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)**

1. Event Controller
2. Publicity
3. Ambience
4. In Kind sponsorship
5. De- brief reporting
6. Signage
7. Event sponsor
8. Proposal
9. Supplier
10. VAT

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)**

11. Explain the pre - event Planning process?
12. Enumerate the importance of venue design in an event.
13. What are the communication methods that can be used during an event?
14. Illustrate the event management planning cycle.
15. What are the safety precautions to be taken during an event?
16. Describe the potential funding and income source for an event.
17. Enumerate post- event evaluation process.
18. What are the facilities that can be planned for People with Disabilities during an event?

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 X 20 = 40)**

19. What are the characteristics of a special event?
20. Enumerate the important point to be kept in mind while preparing a budget for an event.  
Draw a budget template for a live programme.
21. What are the critical elements while organizing an event?
22. Enumerate the legal issues that you will come across during an event.

**\*\*\*\*\***