



K25U 2703

Reg. No. :

Name :

**V Semester B.A./B.A. Afsal-Ul-Ulama/B.Sc./B.Com./B.T.T.M./B.B.A./B.B.A.-T.T.M./
B.B.A.-A.H./B.C.A./B.S.W./B.M.C. Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/ Improvement) Examination, November 2025
(2019 to 2023 Admissions)
Generic Elective Course
5D04 BBA/BBA (RTM) : EVENT MANAGEMENT**

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is summative evaluation?
2. What is the first step in the event management process ?
3. What is the role of logistics in event management ?
4. What does event coordination primarily involve ?
5. What does the term "deviation" mean in event evaluation ?
6. What does objective evaluation focus on ?

(6×1=6)

PART – B

Answer **any four** questions. **Each** question carries **2** marks.

7. Explain the role of planning in event management.
8. What factors should be considered while choosing an event site ?
9. How has event management evolved over the years ?
10. Explain the nature of event management.
11. Why measuring event performance is important ?
12. How can post-event surveys contribute to evaluation ?

(4×2=8)

PART – C

Answer **any one** question. **Each** question carries **6** marks.

13. Explain the major steps involved in planning an event.
14. Describe the key safety and security measures in event management. **(1×6=6)**