



Progressive Education Society's
Modern College of Arts, Science & Commerce Ganeshkhind, Pune – 16
(Autonomous)
End Semester Examination – April-2024
Faculty: Commerce

Program: B.Com

Course Type: Open Elective

Class: F.Y. B.COM

Name of the Course: Event Management

Semester : II

Course Code:COM-12302(b)

Max. Marks: 30

Time: 2 Hr.

Instructions to the candidate:

- 1) *All questions are compulsory.*
- 2)

Q.1. What is the role of Event Manager?

(10 Marks)

Or

Q.1. Elaborate the elements of the risk management plan for event.

Q.2. What are the Principles of Event Management?

(10 Marks)

Or

Q.2. What are the steps required to write an event proposal?

Q.3. Write Short Notes (Any 2)

(10 Marks)

1. SWOT Analysis for event
2. Event advertising and media
3. Event Planning
4. Market research for event



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प्र.१. कार्यक्रम व्यवस्थापकाची भूमिका काय असते?

(१० गुण)

किंवा

प्र.१. कार्यक्रमासाठी जोखीम व्यवस्थापन योजनेचे घटक विस्तृत करा.

प्र.२. कार्यक्रम व्यवस्थापनाची तत्त्वे लिहा

(१० गुण)

किंवा

प्र.२.कार्यक्रम प्रस्ताव लिहिण्यासाठी कोणत्या पायऱ्या आवश्यक आहेत?

Q.3. टिपा लिहा (कोणतेही 2)

(10 गुण)

1. कार्यक्रमासाठी SWOT विश्लेषण
2. कार्यक्रम जाहिरात आणि मीडिया
3. कार्यक्रमाचे नियोजन
4. कार्यक्रमासाठी संशोधन

