

Third Semester FYUGP Degree (Reg) Examination
NOVEMBER 2025
KU3DSCCOM204 - EVENT MANAGEMENT
2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Describe why the close down phase is important for future event planning.
2. Discuss how feedback helps in identifying areas for corrective action.
3. Name three digital or social media platforms used in event promotion.
4. Name two key safety measures used in event planning.
5. List three common roles or positions in event staff.
6. Define event management.
7. Describe the importance of event management in a society.
8. What is the Five Cs of Event Management?

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain the essential steps in organizing and staging an event.
10. Describe the role of publicity in promoting an event.
11. Define job roster and explain its advantage.
12. Critically evaluate the tragedies that occurred at the Chinnaswamy Cricket Stadium, Bangalore, and Karur, Tamilnadu with reference to the effectiveness of event planning and the core functions of event management.
13. Justify the need for problem-solving skills in handling last-minute event issues.
14. Elaborate in detail the qualities needed for an efficient event manager.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Compare the logistics required for a wedding vs. a birthday party event.
16. Analyze how poor venue selection can affect the success of an event.
17. Prepare a sample post-event report for a college seminar.