



THE AMERICAN COLLEGE, MADURAI
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale
Backlog Arrear Examination, March 2021

CMC 3209

Event Management

Marks: 60

Duration:2 Hrs.

Answer any FOUR of the following:

(4 x 15 = 60)

1. Elaborate on the types of events.
2. Describe the roles of an event management company.
3. Write down the steps to be followed while planning an event.
4. Discuss the need for event management.
5. How to create an event budget?
6. Enumerate the importance of event logistics.
