



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 3524

EVENT MANAGEMNT

Max Marks: 60

Duration: 2 Hrs

Part- A

Answer any FOUR of the Following

(4X15=60)

1. Explain the qualities of an event manager.
2. Discuss the various steps involved in staging.
3. Explain SWOT analysis in Event management.
4. Elucidate the basic unavoidable flaws in conducting an event.
5. Describe the features of Hall Mark Event.