

A-0941

Total Pages : 3

Roll No.

HM-402

Event Management

Master of Hotel Management (MHM)

Examination 2026 (Feb.)

Time: 02:00 hrs

Max. Marks: 35

Note : This paper is of Thirty Five (35) marks divided in to two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-“A”

(Long Answer - type Questions)

Note:- Section ‘A’ contains Five (05) long-answer-type questions of Nine and Half (9½) marks each.

Learners are required to answer any two (02) questions only.

(2x9½=19)

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1. Explain effective sports planning to ensure the successful execution of large-scale sporting events.
2. Discuss how stage decoration contributes to theme communication, audience engagement, and brand identity in event management.
3. Explain how effective brand management contributes to the success and long-term positioning of events in a competitive market.
4. Discuss the key external factors that affect event management planning and execution in overall event success.
5. Examine how different categories of event management differ in planning requirements and risk considerations.

Section-“B”

(Short -answer - type questions)

Note:- Section ‘B’ contains eight (08) short-answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only.

(4x4=16)

1. Why is event management essential for ensuring risk control and stakeholder satisfaction in contemporary events?
2. How does multifaceted events require the integration of multiple functions?
3. Why is strategic alignment between event objectives and sponsor expectations critical when arranging sponsorships?
4. How is detailed blueprint of the function area essential for ensuring efficient crowd flow?
5. Why is effective backstage management critical for timelines during live events?
6. How is systematic feedback management essential for evaluating event success?
7. What social and business etiquette recrual for maintaining professionalism?
8. How is exhibition concept essential for visitor engagement?
