

# EVENT MANAGEMENT



**Brand:** Mehta Solutions

**Product Code:** case815

**Weight:** 0.00kg

**Price:** Rs500

## Short Description

**EVENT MANAGEMENT** case study

## Description

### Multiple Choices:

**Q1. Which one of the following is the second element of the promotional strategy?**

1. **Image**
2. **Branding**
3. **Advertising**
4. **Publicity**

**Q2. Most event budgets include a \_\_\_\_\_ for unexpected expenses.**

1. **Management Fees**

2. **Contingencies**
3. **Break Even Point**
4. **Cash Flow Analysis**

**Q3. This statement is a list of an organization's revenue, expenditure, and the net profit (or net loss) for a specific period.**

1. **P&L Statement**
2. **Balance**
3. **Control System**
4. **None**

**Q4. This risk includes disputes over contracts between the event organizer & the client and/ or between the event organizer & a subcontractor.**

1. **Financial Risk**
2. **Legal Risk**
3. **Safety & Security**
4. **Technology-Related Risks**

**Q5. It is an important risk control process, and it is essential that every member of the event team is familiar with this process.**

1. **Incident Reporting**
2. **Emergency Response Plans**
3. **Standards for Risk Management**

4. **None**

**Q6. A \_\_\_\_\_ chart is generally used in the early planning days and in the lead-up to an event.**

1. **Gantt chart**
2. **Organization chart**
3. **Pie- chart**
4. **Z-chart**

**Q7. It is the set of traditional practices that have long been accepted & used when dealing with & meeting with others.**

1. **Rules**
2. **Regulation**
3. **Protocols**
4. **Norms**

**Q8. This incorporates all projected images, such as replays of sporting highlights on large screens or scoreboards.**

1. **Sound**
2. **Vision**
3. **Layout**
4. **Decor**

**Q9. This is that period of group development during which members grow used to one another and tentatively formulate goals & behaviors that are acceptable.**

- 1. Forming**
- 2. Storming**
- 3. Norming**
- 4. Performing**

**Q10. It is about getting things organized, getting things (and people) in the right place & tearing everything down.**

- 1. Time Management**
- 2. Logistics**
- 3. Policies**
- 4. Procedures**

**Part Two:**

**Q1. What do you understand by the term „Incident Reporting“?**

**Q2. Define the concept of Crowd Management?.**

**Q3. Who is an Event Manager & what are the Tasks of the Event Manager?**

**Q4. What are the developing Recognition strategies?**

**Q5. What were the three complications?**

**Q6. How could these problems have been avoided?**

**Q7. List the types of events affected by weather.**

**Q8. What are the some general suggestions for avoiding weather problems?**

**Q9. What are some of the safety risks associated with this event?**

**Q10. Who is responsible for the safety of the venue and the audience?**

**Q11. How could the risks be reduced?**

**Q12. What sorts of contingency plans could be developed?**

**Q13. The role of public Relations is to manage the organization and the event's image in the mind of the audience & the public. Justify the statement.**

**Q14. Establish the major aims & objectives of the event.**

**Q15. State the major consideration for selecting an event venue.**

## **Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**