

Roll. No. ....

Question Booklet Number

O.M.R. Serial No.

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**BBA (Event Management) (SEM.-II) EXAMINATION, 2025-26**  
**Course Structure (With Effect from 2025-26) (AEDP)**  
**CORE COURSE-I**  
**( Introduction to Event Management & PR )**

Paper Code

F 1 0 0 2 0 1 T

Question Booklet  
Series

**B**

Time : 1 : 30 Hours

Max. Marks : 75

**Instructions to the Examinee :**

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer only 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

*(Remaining instructions on last page)*

**परीक्षार्थियों के लिए निर्देश :**

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को केवल 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

*(शेष निर्देश अन्तिम पृष्ठ पर)*

1. Event budgeting helps in:
  - (A) Financial control
  - (B) Conflict
  - (C) Waste
  - (D) Delay
2. Event planning requires forecasting and:
  - (A) Delay
  - (B) Guessing
  - (C) Isolation
  - (D) Forecasting
3. Case studies help in:
  - (A) Avoiding analysis
  - (B) Guessing
  - (C) Practical learning
  - (D) Ignoring theory
4. Analysis of events includes:
  - (A) Guest count only
  - (B) Studying outcomes
  - (C) Decoration review
  - (D) Food quality only
5. Key success factors include:
  - (A) Advertising only
  - (B) Decoration only
  - (C) Luck
  - (D) Planning and Coordination
6. Best practices are:
  - (A) Random ideas
  - (B) Proven effective methods
  - (C) Casual steps
  - (D) Personal opinions
7. Lessons from failures help in:
  - (A) Confusion
  - (B) Delay
  - (C) Improvement
  - (D) Repetition of mistakes
8. Event failures occur due to:
  - (A) Efficient coordination
  - (B) Proper budgeting
  - (C) Clear objectives
  - (D) Poor planning

9. Service providers in events include:
- (A) Auditors
  - (B) Bankers
  - (C) Caterers
  - (D) Accountants
10. Budget overrun occurs due to:
- (A) Efficient monitoring
  - (B) Proper control
  - (C) Clear budgeting
  - (D) Poor planning
11. Event scheduling ensures:
- (A) Timely execution
  - (B) Confusion
  - (C) Overwork
  - (D) Delay
12. Event organization requires:
- (A) Conflict
  - (B) Isolation
  - (C) Competition
  - (D) Coordination
13. Demand for events is influenced by:
- (A) Office hours
  - (B) Weather only
  - (C) Social and Economic factors
  - (D) Personal choice
14. Event stakeholders play a role in:
- (A) Delaying tasks
  - (B) Creating conflict
  - (C) Ignoring Objectives
  - (D) Decision-making
15. Social implications of events relate to:
- (A) Office work
  - (B) Branding
  - (C) Community impact
  - (D) Profit only
16. Event budgeting includes:
- (A) Guesswork
  - (B) Overestimation
  - (C) Cost estimation
  - (D) Ignoring expenses

17. Case studies help in:
- (A) Confusion
  - (B) Delay
  - (C) Problem creation
  - (D) Problem-solving
18. Learning outcomes include:
- (A) Reduced knowledge
  - (B) Delay
  - (C) Skill enhancement
  - (D) Confusion
19. Event challenges vary due to:
- (A) Permanence
  - (B) Simplicity
  - (C) Routine nature
  - (D) Scale and Complexity
20. Case study approach is:
- (A) Analytical
  - (B) Unstructured
  - (C) Random
  - (D) Casual
21. Event management education uses case studies to:
- (A) Reduce skills
  - (B) Delay understanding
  - (C) Avoid learning
  - (D) Bridge theory and Practice
22. PR strategy involves:
- (A) Planning communication
  - (B) Isolation
  - (C) Guessing
  - (D) Avoiding media
23. PR planning ensures:
- (A) Secrecy
  - (B) Delay
  - (C) Confusion
  - (D) Consistent messaging
24. Journalism supports events by:
- (A) Supervision
  - (B) Media coverage
  - (C) File maintenance
  - (D) Internal reporting

25. Significance of events includes:
- (A) Economic impact
  - (B) Routine reporting
  - (C) Office workload
  - (D) Legal documentation
26. Events contribute to:
- (A) Conflict
  - (B) Cost escalation
  - (C) Administrative delays
  - (D) Cultural exchange
27. Event management requires:
- (A) No experience
  - (B) Minimal effort
  - (C) Multitasking skills
  - (D) Single skill
28. Event characteristics include:
- (A) Permanence
  - (B) Repetition
  - (C) Randomness
  - (D) Planned nature
29. Events differ from routine activities because they are:
- (A) Permanent
  - (B) Predictability
  - (C) Continuous
  - (D) Unique
30. Event timelines help in:
- (A) Overlapping tasks
  - (B) Confusion
  - (C) Scheduling activities
  - (D) Delays
31. Event objectives define:
- (A) Staff uniforms
  - (B) Decoration style
  - (C) Purpose of the event
  - (D) Venue size
32. Event business involves:
- (A) No coordination
  - (B) One organizer only
  - (C) Single service
  - (D) Various stakeholders

33. Real-world scenarios help in:
- (A) Skill development
  - (B) Delaying action
  - (C) Ignoring concepts
  - (D) Avoiding responsibility
34. Failure analysis focuses on:
- (A) Blaming others
  - (B) Delaying learning
  - (C) Ignoring causes
  - (D) Identifying gaps
35. Event success is measured by:
- (A) Achievement of objectives
  - (B) Guest count only
  - (C) Decoration only
  - (D) Budget size only
36. Learning from failures reduces:
- (A) Efficiency
  - (B) Planning
  - (C) Coordination
  - (D) Future risks
37. Successful event managers learn from:
- (A) Guesswork
  - (B) Assumptions
  - (C) Past experiences
  - (D) Luck
38. International events require:
- (A) Local focus only
  - (B) Isolation
  - (C) Office discipline
  - (D) Cross-cultural understanding
39. Challenges in events include:
- (A) Adequate budget
  - (B) Skilled staff
  - (C) Clear objectives
  - (D) Logistics and Coordination
40. Best practices are developed through:
- (A) Guessing
  - (B) Experience
  - (C) Ignorance
  - (D) Trial without review

41. Event manager is responsible for:
- (A) Printing tickets only
  - (B) Security only
  - (C) Cooking food
  - (D) Overall coordination
42. Ethical practices ensure:
- (A) Delays
  - (B) Higher costs
  - (C) Professional conduct
  - (D) Exploitation
43. Size of events is determined by:
- (A) Decoration cost
  - (B) Office size
  - (C) Event duration only
  - (D) Number of participants
44. Scope of event market depends on:
- (A) Office location
  - (B) Weather conditions
  - (C) Demand and Supply
  - (D) Personal preference
45. Motivation for organizing events includes:
- (A) Supervision only
  - (B) Routine work
  - (C) Paperwork
  - (D) Promotion and Engagement
46. Requirement of an event manager arises due to:
- (A) Complexity of events
  - (B) Decoration needs
  - (C) Legal issues only
  - (D) Budget surplus
47. Importance of events in business lies in:
- (A) Office routine
  - (B) Cost cutting
  - (C) File maintenance
  - (D) Brand building
48. Events help in:
- (A) Monopoly
  - (B) Conflict
  - (C) Networking
  - (D) Isolation
49. The main objective of event management is to:
- (A) Avoid planning
  - (B) Reduce manpower
  - (C) Increase paperwork
  - (D) Achieve event goals efficiently

50. Community relations improve:
- (A) Control
  - (B) Isolation
  - (C) Conflict
  - (D) Social acceptance
51. Internal PR focuses on:
- (A) Employees
  - (B) Audience only
  - (C) Media only
  - (D) Sponsors only
52. External PR targets:
- (A) Auditors
  - (B) Accountants
  - (C) Office staff only
  - (D) Public and Media
53. Effective PR requires:
- (A) Secrecy
  - (B) Consistency
  - (C) Guessing
  - (D) Delay
54. Media coverage helps in:
- (A) Auditing
  - (B) Accounting
  - (C) Event promotion
  - (D) Supervision
55. PR communication should be:
- (A) Confusing
  - (B) Misleading
  - (C) Biased
  - (D) Clear and Ethical
56. Employee communication ensures:
- (A) Coordination
  - (B) Isolation
  - (C) Conflict
  - (D) Delay
57. Community relations are important for:
- (A) Control
  - (B) Long-term goodwill
  - (C) Short-term profit only
  - (D) Isolation
58. PR success is measured by:
- (A) Office hours
  - (B) File count
  - (C) Public response
  - (D) Supervision

59. Events generally are:
- (A) Repetitive daily
  - (B) Permanent
  - (C) Unplanned
  - (D) Temporary
60. Code of ethics in event management refers to:
- (A) Marketing plans
  - (B) Moral guidelines
  - (C) Financial policies
  - (D) Legal rules
61. Analysis of challenges helps in:
- (A) Risk management
  - (B) Ignoring risks
  - (C) Increasing problems
  - (D) Delays
62. International events involve:
- (A) Limited scope
  - (B) Office staff
  - (C) Local audience only
  - (D) Global participation
63. Typology of events refers to:
- (A) Event marketing
  - (B) Event reporting
  - (C) Classification of events
  - (D) Event budgeting
64. Which of the following is a type of event?
- (A) Accounting process
  - (B) Manufacturing unit
  - (C) Corporate event
  - (D) Office meeting
65. Budgeting is essential to:
- (A) Avoid accountability
  - (B) Delay planning
  - (C) Increase risk
  - (D) Control expenses
66. PR in events helps in:
- (A) Conflict
  - (B) Image building
  - (C) Cost increase
  - (D) Delay

67. Blogs help in:
- (A) Accounting
  - (B) Auditing
  - (C) Office communication
  - (D) Online promotion
68. Lobbying refers to:
- (A) Catering
  - (B) Transport
  - (C) Influencing decision-makers
  - (D) Decoration
69. Community relations aim at:
- (A) Conflict
  - (B) Isolation
  - (C) Control
  - (D) Public goodwill
70. PR supports event success by:
- (A) Creating confusion
  - (B) Ignoring audience
  - (C) Managing public perception
  - (D) Delaying information
71. Event PR planning focuses on:
- (A) File storage
  - (B) Supervision
  - (C) Office discipline
  - (D) Target audience
72. Effective PR enhances:
- (A) Event visibility
  - (B) Event delay
  - (C) Event risk
  - (D) Event confusion
73. Employee communication helps in:
- (A) Delay
  - (B) Motivation
  - (C) Conflict
  - (D) Confusion
74. Community relations strengthen:
- (A) Control
  - (B) Conflict
  - (C) Isolation
  - (D) Public trust
75. Event journalism focuses on:
- (A) Budgeting
  - (B) Scheduling
  - (C) Reporting events
  - (D) Managing logistics

76. The need for events arises due to:
- (A) Entertainment only
  - (B) Legal obligations
  - (C) Social, Cultural and Business requirements
  - (D) Government pressure
77. Stakeholders include:
- A) Audience only
  - (B) Government only
  - (C) Office staff only
  - (D) Clients, sponsors, vendors
78. Successful events require:
- (A) Clear objectives
  - (B) Confusion
  - (C) Guesswork
  - (D) Delay
79. Employee communication in PR ensures:
- (A) Delay
  - (B) Conflict
  - (C) Internal alignment
  - (D) Confusion
80. Special characteristics of events include:
- (A) Permanence
  - (B) Predictability
  - (C) Routine nature
  - (D) Uniqueness
81. Event management primarily deals with:
- (A) Manufacturing processes
  - (B) Financial auditing
  - (C) Planning and Execution of events
  - (D) Routine office work
82. Determinants of events include:
- (A) Purpose and Audience
  - (B) Color themes
  - (C) Music only
  - (D) Uniform design
83. Economic implications of events include:
- (A) Supervision
  - (B) Employment generation
  - (C) Paperwork
  - (D) File storage

84. Planning reduces:
- (A) Control
  - (B) Efficiency
  - (C) Coordination
  - (D) Risk
85. Event timelines help avoid:
- (A) Last-minute chaos
  - (B) Responsibility
  - (C) Planning
  - (D) Coordination
86. Event organization involves:
- (A) Conflict
  - (B) Resource wastage
  - (C) Delay
  - (D) Resource allocation
87. Service providers contribute to:
- (A) Event delivery
  - (B) Event failure
  - (C) Event delay
  - (D) Event confusion
88. Event demand varies due to:
- (A) File systems
  - (B) Accounting policies
  - (C) Seasonal factors
  - (D) Office rules
89. Planning ensures:
- (A) Delay
  - (B) Confusion
  - (C) Random execution
  - (D) Goal achievement
90. Event planning is a:
- (A) Casual task
  - (B) Informal duty
  - (C) Random act
  - (D) Systematic process
91. Logistics failures lead to:
- (A) Smooth flow
  - (B) Cost reduction
  - (C) Event success
  - (D) Event disruption

92. Event management is :
- (A) Theory only
  - (B) Art only
  - (C) Both Art and Science
  - (D) Science only
93. An event can best be defined as:
- (A) A random gathering
  - (B) A marketing strategy only
  - (C) A planned occasion with a purpose
  - (D) A daily activity
94. The success of an event depends on:
- (A) Venue size only
  - (B) Effective planning
  - (C) Advertisement only
  - (D) Luck
95. PR techniques include:
- (A) Legal notices
  - (B) Press releases
  - (C) Accounting reports
  - (D) Audit notes
96. Event planning starts with:
- (A) Execution
  - (B) Advertising
  - (C) Setting objectives
  - (D) Decoration
97. Public Relations focuses on:
- (A) Building relationships
  - (B) Auditing
  - (C) Supervision
  - (D) Accounting
98. Case studies are based on:
- (A) Guesswork
  - (B) Assumptions
  - (C) Real events
  - (D) Fiction
99. Event framework includes:
- (A) Hiring only
  - (B) Selling and Advertising
  - (C) Decoration only
  - (D) Planning, Organizing and Controlling
100. Logistics planning includes:
- (A) Accounting
  - (B) Decoration only
  - (C) Transport and Equipment
  - (D) Marketing

**Rough Work / रफ कार्य**

**Example :**

**Question :**

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

**Imp. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.**

**उदाहरण :**

**प्रश्न :**

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

**महत्वपूर्ण:** प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।