

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-II
(Economics of Executives)

Paper Code

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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. Inflation influences the event industry by :
 - (A) Increasing costs of goods and services used in events
 - (B) Reducing demand for events completely
 - (C) Eliminating event planning
 - (D) Increasing consumer savings
2. When the supply of event venues is limited but demand is high :
 - (A) Venue prices decrease
 - (B) Venue prices increase
 - (C) Demand disappears
 - (D) Event organizers stop operations
3. Consumer confidence in the economy influences :
 - (A) Willingness to spend on event and entertainment
 - (B) Venue capacity
 - (C) Marketing methods
 - (D) Ticket printing
4. Economic prosperity in a region can result in :
 - (A) Lower event attendance
 - (B) Higher investment in event infrastructure
 - (C) Decrease in tourism
 - (D) Reduced employment
5. Availability of skilled labor in the event industry helps in :
 - (A) Improving event quality and efficiency
 - (B) Reducing demand for events
 - (C) Eliminating operational costs
 - (D) Increasing ticket prices only
6. Changes in market conditions often require event managers to :
 - (A) Ignore consumer trends
 - (B) Adapt strategies and pricing decisions
 - (C) Cancel all events
 - (D) Reduce marketing activities
7. During a recession, consumers tend to prioritize :
 - (A) Luxury entertainment spending
 - (B) Non-essential events
 - (C) Essential goods and services
 - (D) Expensive event participation
8. Resource scarcity in event management may lead to :
 - (A) Lower operational costs
 - (B) Higher production costs
 - (C) Reduced ticket prices
 - (D) Higher supply of services

9. Financial constraints in event management require managers to :
- (A) Ignore costs
 - (B) Focus only on revenue
 - (C) Prioritize essential activities
 - (D) Cancel the event
10. Cost-benefit analysis in event planning helps decision makers to :
- (A) Compare expected benefits with costs
 - (B) Eliminate financial risk
 - (C) Increase sponsorship value
 - (D) Reduce operational activities
11. Budget variance occurs when :
- (A) Actual expenditure equals budgeted expenditure
 - (B) Budgeted cost equals revenue
 - (C) Actual expenditure differs from budgeted amount
 - (D) Profit equals cost
12. If the ROI of an event is very high, it indicates :
- (A) Poor financial performance
 - (B) Efficient investment and profitability
 - (C) High financial risk
 - (D) Low attendance
13. Financial decision-making under constraints requires event managers to :
- (A) Maximize spending
 - (B) Ignore financial planning
 - (C) Allocate resources optimally
 - (D) Eliminate budgeting
14. Effective financial management of events leads to :
- (A) Higher ticket prices only
 - (B) Reduced sponsorship opportunities
 - (C) Elimination of costs
 - (D) Better financial sustainability
15. Economic growth generally leads to :
- (A) Increase in demand for events and entertainment services
 - (B) Reduction in consumer spending
 - (C) Decrease in employment opportunities
 - (D) Reduction in market activities
16. Economic stability encourages event organizers to :
- (A) Cancel planned events
 - (B) Increase investment in events
 - (C) Reduce marketing expenditure
 - (D) Avoid partnerships
17. Disposable income refers to :
- (A) Total income before taxes
 - (B) Income left after paying taxes
 - (C) Government expenditure
 - (D) National income
18. An increase in disposable income usually results in :
- (A) Lower spending on events
 - (B) Higher demand for entertainment and events
 - (C) Reduced economic activity
 - (D) No effect on event demand

19. Effective pricing strategies in event help managers to :
- (A) Eliminate demand fluctuations
 - (B) Balance profitability with customer affordability
 - (C) Avoid revenue planning
 - (D) Increase fixed costs
20. Strategic marketing of events often results in :
- (A) Increased brand visibility and audience reach
 - (B) Reduced participation
 - (C) Elimination of sponsorship
 - (D) Lower consumer awareness
21. A negative economic impact of poorly planned event strategies may include :
- (A) Environmental pressure and resource congestion
 - (B) Improved infrastructure development
 - (C) Higher tourism demand
 - (D) Increased employment opportunities
22. Collaboration strategies between event organizers and local businesses can ;
- (A) Increase operational conflicts
 - (B) Strengthen economic linkages in the local economy
 - (C) Reduce consumer participation
 - (D) Limit financial opportunities
23. When event strategies focus on sustainability, they mainly aim to :
- (A) Increase environmental damage
 - (B) Reduce economic benefits
 - (C) Promote responsible use of resources
 - (D) Eliminate event expansion
24. Excessive commercialization of events may lead to :
- (A) Increased cultural authenticity
 - (B) Loss of cultural identity and community dissatisfaction
 - (C) Improved local participation
 - (D) Reduced ticket pricing
25. Strategic partnerships in events primarily help to :
- (A) Reduce cooperation among stakeholders
 - (B) Share resources and financial risks
 - (C) Increase operational uncertainty
 - (D) Eliminate sponsorship
26. Hosting mega events can have a positive economic impact by :
- (A) Increasing tourism and infrastructure investment
 - (B) Reducing employment opportunities
 - (C) Eliminating local business participation
 - (D) Increasing operational losses

27. Cash flow management in event planning focuses on :
- (A) Balancing expected cash inflows and outflows
 - (B) Increasing ticket prices
 - (C) Reducing sponsorships
 - (D) Eliminating operational expenses
28. Positive cash flow indicates that :
- (A) Event profit is negative
 - (B) Cash inflows exceed cash outflows
 - (C) Fixed costs exceed revenue
 - (D) Variable costs exceed fixed costs
29. Financial control during an event mainly ensures :
- (A) Continuous monitoring of expenses against budget
 - (B) Unlimited spending
 - (C) Higher ticket sales
 - (D) No financial reporting
30. ROI (Return on Investment) in event management measures :
- (A) Number of participants
 - (B) Marketing effectiveness only
 - (C) Profit generated relative to investment
 - (D) Total event attendance
31. The formula for ROI is generally expressed as :
- (A) $\text{Profit} \div \text{Investment} \times 100$
 - (B) $\text{Revenue} \div \text{Cost} \times 100$
 - (C) $\text{Cost} \div \text{Revenue} \times 100$
 - (D) $\text{Investment} \div \text{Profit} \times 100$
32. Profitability assessment of an event helps managers to :
- (A) Increase fixed costs
 - (B) Evaluate financial success of the event
 - (C) Eliminate sponsorship
 - (D) Reduce ticket pricing
33. Which of the following is an example of a fixed cost in event planning?
- (A) Catering per participant
 - (B) Printing event tickets
 - (C) Venue rental
 - (D) Transport allowance per guest
34. Variable costs in events generally depend on :
- (A) Number of participants
 - (B) Event marketing strategy
 - (C) Sponsorship amount
 - (D) Government regulations
35. Financial forecasting helps event managers to :
- (A) Predict future financial requirements
 - (B) Eliminate financial risks
 - (C) Reduce staff numbers
 - (D) Avoid ticket pricing decisions
36. A contingency fund in event budgeting is kept for :
- (A) Staff incentives
 - (B) Unexpected expenses
 - (C) Marketing promotions
 - (D) Guest entertainment

37. Economic policies such as taxation may influence the event industry by :
- (A) Affecting event costs and ticket prices
 - (B) Changing venue size
 - (C) Eliminating competition
 - (D) Controlling weather conditions
38. An increase in tourism demand often results in :
- (A) Lower event opportunities
 - (B) Reduced market competition
 - (C) Greater demand for cultural and entertainment events
 - (D) Elimination of local festivals
39. During economic expansion, companies are more likely to :
- (A) Reduce sponsorship budgets
 - (B) Increase event sponsorship and marketing activities
 - (C) Avoid promotional events
 - (D) Stop investing in branding
40. The availability of advanced technology in the event industry may :
- (A) Increase operational efficiency and innovation
 - (B) Reduce event attendance
 - (C) Eliminate competition
 - (D) Reduce event quality
41. Understanding economic factors helps event managers to :
- (A) Ignore market fluctuations
 - (B) Reduce event planning
 - (C) Make informed strategic and financial decisions
 - (D) Eliminate risk completely
42. Strategic planning in event management primarily aims to :
- (A) Achieve long-term economic and organizational goals
 - (B) Reduce event duration
 - (C) Eliminate marketing activities
 - (D) Avoid financial planning
43. One major positive economic impact of event strategies is :
- (A) Reduction in employment
 - (B) Increase in operational costs
 - (C) Generation of local employment opportunities
 - (D) Decrease in tourism
44. Strategic event planning can contribute to local economic development by :
- (A) Increasing visitor spending in the region
 - (B) Eliminating competition among businesses
 - (C) Reducing market activities
 - (D) Limiting business participation

45. A detailed event budget helps managers mainly to :
- (A) Increase ticket prices
 - (B) Track expected income and expenditure
 - (C) Eliminate all risks
 - (D) Reduce sponsorship opportunities
46. Cost estimation in event management is important because it :
- (A) Reduces event duration
 - (B) Determines financial feasibility of the event
 - (C) Eliminates financial risk
 - (D) Guarantees profit
47. Which of the following is generally considered a major revenue source for public events?
- (A) Ticket sales
 - (B) Volunteer services
 - (C) Free publicity
 - (D) Government restrictions
48. Sponsorship financing in events usually involves :
- (A) Bank loans for organizers
 - (B) Financial support in exchange for brand promotion
 - (C) Government tax benefits
 - (D) Borrowing from employees
49. Partnerships in event financing mainly help to :
- (A) Share investment, risks, and responsibilities
 - (B) Eliminate ticketing revenue
 - (C) Increase operational complexity
 - (D) Avoid marketing costs
50. The break-even point in event planning refers to the level where :
- (A) Total profit equals fixed cost
 - (B) Total revenue equals total cost
 - (C) Ticket sales are maximum
 - (D) Revenue exceeds costs
51. Contribution margin for an event ticket is calculated as :
- (A) Selling price – variable cost per ticket
 - (B) Total revenue – fixed cost
 - (C) Variable cost – selling price
 - (D) Total revenue – profit
52. In an event has high fixed costs but low variable costs, the break-even point will generally :
- (A) Occur at lower ticket sales
 - (B) Remain constant
 - (C) Be reached easily
 - (D) Require higher ticket sales

53. Long-term strategic planning in events contributes to :
- (A) Sustainable economic growth of the event industry
 - (B) Decrease in market demand
 - (C) Elimination of competition
 - (D) Reduction in financial planning
54. Event innovation strategies mainly aim to :
- (A) Reduce event attractiveness
 - (B) Increase costs only
 - (C) Improve competitiveness and audience engagement
 - (D) Eliminate event marketing
55. Overinvestment in event infrastructure without proper demand analysis may cause :
- (A) Efficient resource use
 - (B) Long-term financial burden
 - (C) Increased profits
 - (D) Higher consumer demand
56. Economic evaluation of event strategies generally considers :
- (A) Costs, benefits, and long-term economic impacts
 - (B) Only ticket sales
 - (C) Venue decoration
 - (D) Event duration
57. Strategic event branding contributes to economic value by :
- (A) Increasing recognition and attracting sponsors
 - (B) Eliminating marketing efforts
 - (C) Reducing audience interest
 - (D) Avoiding partnerships
58. Inefficient resource allocation in event strategies may result in :
- (A) Improved productivity
 - (B) Balanced financial outcomes
 - (C) Increased operational inefficiencies
 - (D) Higher profitability
59. Sustainable event strategies emphasize :
- (A) Short-term financial gains only
 - (B) Ignoring environmental concerns
 - (C) Balanced economic, social, and environmental outcomes
 - (D) Eliminating innovation
60. Evaluating the economic implications of event strategies helps managers to :
- (A) Ignore market conditions
 - (B) Avoid financial analysis
 - (C) Eliminate event risks
 - (D) Make informed strategic and financial decisions

61. Elastic demand means :
- (A) Demand changes greatly with small price change
 - (B) Demand does not change with price
 - (C) Price and demand are unrelated
 - (D) Demand changes slowly
62. A decrease in supply with constant demand will :
- (A) Lower equilibrium price
 - (B) Increase equilibrium price
 - (C) Eliminate equilibrium
 - (D) Keep price constant
63. Fixed costs for organizing an event include:
- (A) Venue rent
 - (B) Catering per guest
 - (C) Printing tickets
 - (D) Transportation per participant
64. Variable costs differ from fixed costs because they :
- (A) Do not change with output
 - (B) Change with level of activity
 - (C) Are incurred only once
 - (D) Are unrelated to production
65. The concept of marginal cost helps event managers determine :
- (A) Cost of one additional participant
 - (B) Total event revenue
 - (C) Profit margin
 - (D) Market demand
66. When marginal revenue exceeds marginal cost, a firm should?
- (A) Reduce output
 - (B) Stop production
 - (C) Maintain current output
 - (D) Increase production
67. A shift in the demand curve to the right indicates :
- (A) Decrease in demand
 - (B) No change in demand
 - (C) Increase in demand
 - (D) Decrease in supply
68. The break-even output level occurs where:
- (A) Profit is maximum
 - (B) Revenue exceeds cost
 - (C) Price equals demand
 - (D) Total revenue equals total cost
69. In the context of event management, economic analysis helps managers primarily to :
- (A) Eliminate costs completely
 - (B) Increase demand artificially
 - (C) Make rational allocation of resources
 - (D) Ignore market competition
70. Financial planning for events primarily aims to :
- (A) Ensure efficient allocation and use of financial resources
 - (B) Increase marketing expenses
 - (C) Eliminate operational costs
 - (D) Avoid financial reporting

71. Poorly implemented event strategies may result in :
- (A) Efficient resource utilization
 - (B) Financial losses and reputational damage
 - (C) Increased profitability
 - (D) Reduced operational costs
72. The concept of economic sustainability in event management refers to :
- (A) Maximizing profits without considering costs
 - (B) Balancing financial benefits with long-term economic stability
 - (C) Eliminating environmental considerations
 - (D) Reducing event scale
73. Negative externalities of large events may include :
- (A) Traffic congestion and noise pollution
 - (B) Higher local income
 - (C) Increased tourism revenue
 - (D) Employment generation
74. Strategic diversification of event types helps organizers to :
- (A) Reduce financial risk by attracting varied audiences
 - (B) Eliminate competition
 - (C) Avoid financial planning
 - (D) Reduce marketing strategies
75. Effective risk management strategies in events are designed to :
- (A) Increase uncertainty
 - (B) Reduce potential financial and operational losses
 - (C) Eliminate planning processes
 - (D) Increase operational costs
76. When event strategies fail to consider community interests, it may result in :
- (A) Social conflict and negative public perception
 - (B) Higher economic growth
 - (C) Improved tourism development
 - (D) Increased sponsorship

77. The opportunity cost of organizing a corporate event at a venue refers to :
- (A) Accounting cost incurred
 - (B) Value of next best alternative use of the venue
 - (C) Cost of decorations
 - (D) Cost of marketing
78. The supply curve generally slopes upward because :
- (A) Higher prices encourage greater production
 - (B) Production cost decreases
 - (C) Demand becomes elastic
 - (D) Consumer income increases
79. The point where the demand curve intersects the supply curve represents :
- (A) Market surplus
 - (B) Market equilibrium
 - (C) Price ceiling
 - (D) Price floor
80. If marginal cost is lower than average cost, then average cost will :
- (A) Increase
 - (B) Remain constant
 - (C) Decrease
 - (D) Become zero
81. In perfect competition, firms are described as price takers because :
- (A) They control market price
 - (B) They accept the market-determined price
 - (C) They negotiate prices with buyers
 - (D) Government determines price
82. Total revenue for an event organizer can be calculated as :
- (A) Ticket price \times number of tickets sold
 - (B) Total cost – profit
 - (C) Fixed cost + variable cost
 - (D) Average cost \times output
83. Marginal revenue refers to the :
- (A) Revenue from the first unit sold
 - (B) Total revenue earned
 - (C) Average revenue per unit
 - (D) Additional revenue from selling one more unit
84. The law of diminishing marginal utility implies that :
- (A) Utility increases at constant rate
 - (B) Each additional unit gives smaller satisfaction
 - (C) Total utility becomes negative
 - (D) Marginal utility increases continuously

85. Consumer spending patterns influence the event industry because they determine :
- (A) Government revenue
 - (B) Ticket printing cost
 - (C) Demand for event participation
 - (D) Event venue availability
86. Market conditions affect event management mainly through :
- (A) Changes in demand and supply of services
 - (B) Cultural traditions only
 - (C) Weather patterns
 - (D) Social media trends
87. Availability of resources such as venues, labor, and technology directly affects :
- (A) Marketing strategy
 - (B) Event operational efficiency and cost
 - (C) Government regulation
 - (D) Audience behavior
88. During periods of economic recession, event demand generally :
- (A) Remains constant
 - (B) Increases rapidly
 - (C) Declines due to reduced spending
 - (D) Doubles
89. Business cycles refer to :
- (A) Seasonal variations in weather
 - (B) Fluctuations in economic activity over time
 - (C) Changes in consumer taste
 - (D) Government policies
90. During the expansion phase of a business cycle :
- (A) Economic activity declines
 - (B) Event demand decreases
 - (C) Investment and consumer spending increase
 - (D) Markets collapse
91. Economic downturns can affect event organizers by :
- (A) Increasing ticket sales automatically
 - (B) Reducing sponsorship and participation
 - (C) Eliminating competition
 - (D) Increasing government subsidies
92. Market competition in the event industry can lead to :
- (A) Lower service quality
 - (B) Higher ticket prices only
 - (C) Innovation and improved event experiences
 - (D) Reduction in consumer choices

93. Microeconomics mainly focuses on :
- (A) Individual economic units and markets
 - (B) National income growth
 - (C) Government fiscal policy
 - (D) International trade
94. The central economic problem arises primarily because :
- (A) Demand exceeds supply
 - (B) Resources are scarce relative to wants
 - (C) Government policies are inefficient
 - (D) Prices fluctuate frequently
95. In consumer equilibrium using the marginal utility approach, a consumer maximizes satisfaction when :
- (A) Total utility is maximum
 - (B) Marginal utility becomes zero
 - (C) Marginal utility per rupee is equal across goods
 - (D) Price equals marginal utility
96. According to the law of demand, other factors remaining constant, when price increases :
- (A) Quantity demanded decreases
 - (B) Demand increases
 - (C) Demand curve shifts right
 - (D) Supply increases
97. A movement along the demand curve occurs due to :
- (A) Change in income
 - (B) Change in price of the good
 - (C) Change in consumer preference
 - (D) Change in population
98. If consumer income increases and the demand for event tickets rises, the tickets are considered :
- (A) Inferior goods
 - (B) Complementary goods
 - (C) Normal goods
 - (D) Substitute goods
99. Producer equilibrium is achieved when :
- (A) Average cost equals price
 - (B) Marginal revenue equals marginal cost
 - (C) Total cost equals total revenue
 - (D) Average revenue equals marginal revenue
100. When demand increases but supply remains constant, the equilibrium price will:
- (A) Decrease
 - (B) Remain unchanged
 - (C) Increase
 - (D) Become zero

Rough Work

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.

Impt. 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।