



**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER
EDUCATION FOR WOMEN, COIMBATORE**

CONTINUOUS INTERNAL ASSESSMENT – I

V SEMESTER

Class: III UG

Duration: 2 Hours

Major: B.Com, B.Com CA, B.Com PA, B.Com CS

Max. Marks: 60

23BCOPD5/23BCCPD5/23BCPPD5/23BCRPD5 - EVENT MANAGEMENT

Answer ALL the Questions

4 X 15 = 60

1. Explain Event Manager role in the digital era with examples.
2. How to identify the client needs? Explain with examples.
3. How to manage risk in event management? Explain with examples.
4. How do we identify the jobs suitable for the team member in event management? Explain with examples.

Prepared by


(Dr. Shanthakumari.S.S)