## **Sample Questions for Practice**

**Subject: Event Management** 

Course: MMM (Sem VI)(Choice Based)

1. Events require long and careful \_\_\_\_\_ a) Motivation b) Soul d) Planning c) Costs 2. Event work is balance between task management and \_\_\_\_\_ management. b) leadership a) people c) finance d) skill 3. According to Prof. Donald Getz, special events are from two perspectives, that of the \_\_\_\_ and that of the event manager. a) Planner b) Customer c) Entrepreneur d) Trainee 4. Which one of the events was organised by Government of India to encourage global companies to manufacture in India and showcase potential of Indian Business and Investment Avenue? a) Made in India b) Make in India c) Aatmanirbhar d) Swayam 5. Many companies tend to have \_\_\_\_\_\_ for product launch. a) Family Events b) Cultural Events c) Promotional Events d) Fundraising Events 6. Most charitable organisations tend to have \_\_\_\_\_\_ to meet financial requirements a) Family Events b) Cultural Events c) Promotional Events d) Fundraising Events 7. The term coined by A. Toffler for organisations that expand and contract in size according to the nearing schedule of an event. a) Pulsing Organisation b) Impulsive Organisation d) Voluntary Organisation c) Contracting Organisation 8. The \_\_\_\_\_\_ of the event should be linked to the Purpose. a) Plan b) Information d) Entertainment c) Theme

9.	A place where actually an organised e	vent happens is termed as
	a) Market	b) Venue
	c) Location	d) Ambience
10.	. While booking a Venue,	is essential for matching requirements.
	a) Checklist	b) Cost sheet
	c) Ambience	d) Plan
11.	. Cardinal Rule for Venue – Never book	k a Venue without an
	a) Information	b) Intelligence
	c) Inspection Visit	d) Logistics
12.	. While preparing Event Budget, always	s allow
	a) Debts	b) Contingency
	c) Cost	d) Allowances
13.	. The is the person	who plans and executes the event, taking responsibility
	for the creative, technical, and logistic	al elements
	a) Event Manager	b) Logistics Manager
	c) Technician	d) Designer
14	. The probability or possibility of an eve	ent to occur successfully is termed as Event
	a) Speculation	b) Concept
	c) Advantage	d) Feasibility
15.	. SWOT analysis gives us	of the Event.
	a) Speculation	b) Concept
	c) Advantage	d) Feasibility
16	. The of the event ve	nue is crucial for attracting the numbers you require to
	make the event successful.	
	a) Design	b) Logistics
	c) Decor	d) Location
17.	. Having a is compulso	ory to conduct a musical concert as per legal compliance.
	a) Music Licensing	b) Disco Jockey
	c) Logistics	d) Celebrity
18	. With due permissions you can build _	structure for entertainment on beaches.
	a) Fixed	b) Temporary
	c) Permanent	d) Indoor

19. A	A is sometimes developed as part of branding for an event					
a	) Slogan	b)	Internet			
c	) Tele-sales	d)	SMS			
20. Distril	oution of Brochures is a way of					
	) Branding		Public Relations			
	) Advertising		Publicity			
21 Havin	g product name and logo visible at events is	one	very important form of			
	product name and logo visible at events is  Publicity		Advertising			
	) Public Relations	,	Branding			
C	) Fublic Relations	u)	Dranding			
22	involves developing and dissemina	ting	press releases to journalists.			
a	) Advertising	b)	Publicity			
c	) Branding	d)	Public Relations			
23.	is defined as the effect of uncertainty on objectives.					
	Event	-	Chance			
	Safety		Risk			
24 The fo	our stages is risk strategy plan are: 1.) Assess	smer	nt of Risk 2 ) Plan Policies and Control			
	plement safeguards and 4.)		it of rusk, 2., I fail I offices and control,			
	_		Deviate and Disseminate			
	) Monitor and Evaluate		Check and Balances			
25	is an unright har beam, or nest u	ua d	as a support to control a ground to entoning			
	is an upright bar, beam, or post unue or facilities.	iseu	as a support to control a crowd to enter			
	) Bars	h)	Chain			
	) Barricade		Stanchions			
C	) Darricade	u)	Stanemons			

## **Sample Questions for Practice**

Course	e: MMN	M (Sem VI)(Choice Based)	Subject : Media Planning & Strategy
1)		is a full forms of TDD	
1)		is a full form of TRP	
		Target Rating parameter	
		Talk Ranking point	
		Target Rating Point Trade Ranking plot	
•			
2)		Impressions means	
	a.		n message to have an impact on the consumer
	b.	1 2	medium at a given time
		Limited Exposures	
	d.	Media flowchart	
3)	Reach	is defined as?	
	a.		
	b.	Number of times the magazine is	
	c.	1	exposures
	d.	Media Program	
4)	Identif	y one reason media choices have b	ecome more difficult in recent years
	a.	Internet usage frequency	
	b.	Segmentation	
	c.	Newspapers now use colors	
	d.	Satellite radio has come on scene	
5)	5) Internet Advertising has some weakness because		
	a.	it's not easy to track	
	b.	it's not emotive	
	c.	it cannot reach global audience	
	d.	It does not deliver good target rea	nch
6)	Media	strategy is making media decision	s based on
	a.	Understanding customers wants a	and needs
	b.	The client's wishes	
	c.	Whims of the market	
	d.	Brand awareness	
7)		, in advertising, is a ser	ies of decisions involving the delivery of message to
	the tar	geted audience.	
	a.		
		Media Objective	
		Media Planning	
		Media Strategy	
8)		in advertising, is a ser	ies of decisions involving the delivery of message to
0)	the tar	geted audience.	and the delivery of message to
	a.	Market Analysis	
	b.	Media Objective	
	c.	3 6 11 701 1	
	d.		

9)	A large	amount of	advertising is for retailers, local businesses and for
	promotions.		
	a.	news paper	
	b.	magazines	
		radio	
	d.	television	
10)	_		changing the way relate to products and markets.
		manufactures	3
		consumer	
		dealers	
	a.	industry	
11)	_		general need to have the consumer-specific orientation addressed to
			context.
		geographic	
		natural confined	
		cultural	
	u.	Cultural	
12)	Newsp	apers & Maga	zines have come under considerablepressure
		Electronic Pr	
		Entertainmen	
		Economic Pr	
	d.	Several Press	sure
13)	Newspa	apers are playi	ing a vital role by providing
	a.	books	
		Information	
		Relevance	
	d.	Internet	
14)		-	is not allowed.
		Liquor	
		Washing pow	der
	c.	Mobile	
	d.	Cold cream	
15)	The ad	vertisement of	newspaper has a very short life span of
	a.	One Year	
	b.	One Month	
	c.	One Week	
		One Day	
	۵.	one Buj	
16)			ng WOULD NOT be one of the primary advertising objectives as
		ed by primary	purpose
		To Inform	
	b.	To Persuade	
	c.	To Remind	
	d.	To Make Prof	îts

17) The combination of media used for advertising in a target market is
a. Media Mix
b. Market Mix
c. Media Advertisement
d. Media Market Match
18) What is the name of Facebook's analytic package
a.Insights
b. Discover
c. Viewership
d. Princeps
19) Complete the sentence as per the Media Mix Purpose. Right Message to the Right
a. Audience
b. Manufacture
c. Staff
d. Supplier
20) Advertisement aims at
a. Product selling
b. Marketing
c. Customer relations
d. Mass communication
21) AIDA stands for Awareness,, Desire and
a. Interest; Action
b. Idea; Approach
c. Intensity; Appeal
d. Involvement; Appeal
22) Which social network is considered the most popular for business to business marketing?
a. Facebook
b. Orkut
c. Ryze d. Linked In
d. Efficed fil
23) What is meant by Brand Management in social media terms?
a. Managing the marketing staff
b. Management of the marketing budget
c. The company executive management team
d. Creating a consistent image for the company
24) In a company who should own the social marketing plan?
a. Head of Marketing
b. CFO
c. President
d. Operational staff

- 25) Print Media audiences have exposure to-----at any time

  - a. Googleb. Print ads
  - c. Television
  - d. Instance Newspapers.