

U.G. 5th Semester Examination - 2020

MEDIA STUDIES

[HONOURS]

Discipline Specific Elective (DSE)

Course Code : MSDH-DSE-T-2

(Event Management)

Full Marks : 60

Time : 2½ Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*

1. Answer any **ten** questions : 2×10=20
- Write the full form of 'GST'.
 - Write the full form of 'IGST'.
 - Write the full form of 'CGST'.
 - Write the full form of 'SGST'.
 - Write the full form of 'MICE'.
 - Write the full form of 'PPL'.
 - Write the full form of 'IPRS'.
 - Write the full form of 'F&B'.
 - Give some example of 'Social Event'.
 - Name some International Sports Event.
 - Name some Educational Event happens each year in Kolkata.

[Turn Over]

- Give some example of 'Political Event'.
 - What is the meaning of 'PAX' in Event Management?
 - What is 'NOVEX'?
 - What is 'Fund Raising' Event?
2. Answer any **four** from the following: 5×4=20
- What are the post event activities?
 - Write the importance of 'TITLE' of any Event.
 - Clarify the word 'MEDIA'.
 - Write only the full form of 5 'W's & 1 'H'.
 - How 'GST' is being calculated in each 'INVOICE' of any Event?
 - Explain 'Barter System' in Event Management.
3. Answer any **two** from the following: 10×2=20
- Prepare a SAMPLE BUDGET for a Birth Day Party of a 5 year Girl.
 - Prepare an EVENT PLAN for 25th Year Celebration of Wedding Anniversary of a couple.
 - How to organize any 'MEDIA CONFERENCE'?
 - Write an 'Invitation Card' for a FUND RAISING Event.
