

U.G. 5th Semester Examination - 2021**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
- a) Write only the full abbreviation of 5 'W's and 1 'H'.
 - b) Write the full form of 'KMC'.
 - c) Write the list of statutory permissions required to host any event in Kolkata.
 - d) Do any ticketed event requires police endorsement?
 - e) What is IPRS?
 - f) Who is the brand Ambassador of Chayya Prakashani?
 - g) What is 'Icebreaker'?

- h) Write the abbreviated form of 'Food and Beverages'.
- i) Give some example of 'Corporate Event'.
- j) Name some International Film Award Event.
- k) Name some Sports Event happens each year in Kolkata.
- l) Give some example of 'Political Event'.
- m) What is the term of 'Heads' in Event Management?
- n) Do any religious event requires 'NOVEX' clearance?
- o) What is tax rate of Entertainment Tax in a DJ Party at Kolkata ?

2. Answer any **four** from the following: 5×4=20
- a) What is the FULL form and rate of CGST?
 - b) What is the FULL form and rate of SGST?
 - c) What is the FULL form and rate of IGST?
 - d) Write only the differences among CGST, SGST and IGST.
 - e) What is 'Back Stage' activities?
 - f) What is the difference between "Meet the Press" and "Press Meet".

3. Answer any **two** from the following: $10 \times 2 = 20$

- a) Prepare a SAMPLE BUDGET for an unique Birth Day Party of a 75 year old Man.
- b) Prepare an EVENT PLAN for New Year Bash.
- c) How to organize any 'Corporate Sports Event'.
- d) Write a 'Media Briefing' for a Music Conference.
