

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

December, 2016

00236

MFW-078 : EVENTS AND EXHIBITIONS

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions. All questions carry equal marks.

1. Discuss the job profile of an event manager. Elaborate upon the skills and qualifications a person must possess in order to be a successful event manager. 10
2. What type of detailed questions should one ask the venue owners while negotiating the venue fee, to rule out any misunderstanding at a later stage? 10
3. Describe the importance of security management while organising an event. Discuss various types of safety hazards an event may face and suggest the preventive and corrective measures for the same. 10
4. List down some of the devices/effects used in indoor pyrotechnics, outdoor pyrotechnics and stage pyrotechnics. 10

5. What is an event ? How will you define the objectives of an event ? Explain with suitable examples. 10
 6. Explain briefly the profiling of the target audience of an event. Why is it important to estimate the audience size ? What will be the repercussions of inaccurate predictions of target audience size ? 10
 7. State the space division/service areas that are necessary in a temporary exhibition that are to be held at a trade fair at Pragati Maidan, New Delhi. 10
 8. Explain the type of team members you would need, if you were asked to design a thematic exhibition. 10
 9. If an event has to be held in five cities using the same material, what are the reasons that the estimate will be higher than a single city show ? 10
 10. "You have been assigned the task to prepare a brief on exhibition of Microwave Oven for a client." Elaborate. 10
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