



**Government College Rajahmundry**

An Autonomous Institution since 2000  
Affiliated to Adikavi Nannaya University

**NAAC**  
**3.38/4.00**  
**(RAF-2017)**



**BBA HONOURS EVENT MANAGEMENT  
(APPRENTICESHIP EMBEDDED DEGREE PROGRAM)**

**BOARD OF STUDIES 2025-2026**

**FOR**

**ADMITTED BATCH 2025-2026**

## PROGRAMME SPECIFIC OUTCOMES

<b>PSO1</b>	Understand the principles and concepts of event management, including planning, organization, and execution.
<b>PSO2</b>	Apply Knowledge of event marketing, promotion, and sponsorship strategies.
<b>PSO3</b>	Understand event logistics, operations, and risk management.
<b>PSO4</b>	Apply technology, including event management software and digital tools.
<b>PSO5</b>	Organize various types of events (e.g., conferences, weddings, festivals, sports events).

## CREDIT FRAMEWORK

### BBA HONOURS (EVENT MANAGEMENT )

Semester	MAJOR			MINOR/ VOCATIONAL			LANGUAGES			Multidisciplin ary			SE C			OOTC			IKS/ ENVIRONMENTAL EDUCATION			TOTAL		
	C	H	CR	C	H	CR	C	H	CR	C	H	CR	C	H	CR	C	H	CR	C	H	CR	C	H	CR
I	4	16	16	0	0	0	2	8	6				1	6	4							7	31	26
II	4	16	16	0	0	0	2	8	6	1	2	2	1	6	4				1#	2	0	9	35	28
Community Service project of 80 Hours with 1 Credits																							1	
<b>At the end of the First Year (certificate)</b>																					<b>16</b>	<b>66</b>	<b>55</b>	
III	4	16	16	1	2	2	2	8	6	1	2	2	1	2	2							9	30	28
IV	4	16	16	1	2	2				1	2	2	1	2	2				1	2	2	7	25	24
<b>At the end of the First Year (Diploma)</b>																					<b>32</b>	<b>121</b>	<b>107</b>	
V	<b>Apprenticeship</b>																							22
VI	<b>Apprenticeship</b>																							22
<b>AT THE END OF THE 3<sup>rd</sup> YEAR (Degree)</b>																					<b>32</b>		<b>151</b>	
VII	3	12	12										2	8	8	1	4	2	1	2	0	7	26	22
VIII	3	12	12										2	8	8	1	4	2	1	2	0	7	26	22
<b>AT the end of the 4<sup>th</sup> Year</b>																					<b>46</b>	<b>173</b>	<b>195</b>	

## COURSE STRUCTURE

### SEMESTER – I

S.No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	First Language	English	4	3	50	50	100
2	Second Language	(Telugu/ Hindi/Sanskrit/ Urdu)	4	3	50	50	100
3	Skill Enhancement Courses	Introduction to Artificial Intelligence	4+2	4	50	50	100
4	Core I	Introduction to event Management	4	4	50	50	100
5	Core II	Event Planning & Venue Management	4	4	50	50	100
6	Core –III	Fundamentals of Computers	5	4	50	50	100
7	Core – IV	Business Ethics	4	4	50	50	100
	End of the 1 <sup>st</sup> Semester		31	26			700

### SEMESTER – II

S.No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	First Language	English	4	3	50	50	100
2	Second Language	(Telugu/ Hindi/Sanskrit/ Urdu)	4	3	50	50	100
3	Multidisciplinary Course	As per the choice	2	2	0	50	50
4	Skill Enhancement Courses	Application of AI	4+2	4	50	50	100
5	IKS	Indian Knowledge System	2	0	0	50	50
6	Core V	Event Resource Management	4	4	50	50	100
7	Core-VI	Event Hospitality & Sponsorship	4	4	50	50	100
8	Core-VII	Computerized Accounting	5	4	50	50	100
9	Core – VIII	Customer Relationship Management	4	4	50	50	100
	End of the 2 <sup>nd</sup> Semester		35	28			800
	Community Service project		80	1			100
	<b>AT THE END OF THE FIRST YEAR (CERTIFICATE)</b>		<b>66</b>	<b>55</b>			<b>1600</b>

### SEMESTER - III

S.No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	First Language	English	4	3	50	50	100
2	Second Language	Telugu/Hindi/Sanskrit	4	3	50	50	100
3	Multidisciplinary	As per the choice	02	02	-	50	50
4	Skill Enhancement Courses	As per the choice	02	02	-	50	50
5	Core –VIII	Event Safety & Risk Management	4	4	50	50	100
6	Core XI	Event Production Process	4	4	50	50	100
7	Core X	Digital Marketing for Event Management	4	4	50	50	100
8	Core XI	Business Communication Skills	4	4	50	50	100
9	Vocational	Project Work	2	2	50	-	50
<b>At the end of the 3<sup>rd</sup> Semester</b>			<b>30</b>	<b>28</b>			<b>750</b>

### SEMESTER - IV

S.No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	Multidisciplinary	As per the choice	02	02	-	50	50
2	Skill Enhancement Courses	As per the choice	02	02	-	50	50
3	Environmental Education	Environmental Education	02	02	-	50	50
3	Core –XII	Event Cost Accounting	5	4	50	50	100
4	Core –XIII	Public Relations	4	4	50	50	100
5	Core –XIV	Human Resource Management in Events	4	4	50	50	100
6	Core –XV	Legal Aspects of Event Management	4	4	50	50	100
7	Vocational	Project Work	02	02	50	-	50
<b>At the end of the 4<sup>th</sup> Semester</b>			<b>25</b>	<b>24</b>			<b>600</b>
<b>AT THE END OF THE SECOND YEAR (DIPLOMA)</b>			<b>121</b>	<b>107</b>			<b>2950</b>

<b>Semester 5</b>				
<b>S.no</b>	<b>Core Courses</b>	<b>Months</b>	<b>Credits</b>	<b>Marks</b>
1	Apprenticeship-I	6 Months	22	400
<b>Semester 6</b>				
<b>S.no</b>	<b>Core Courses</b>	<b>Months</b>	<b>Credits</b>	<b>Marks</b>
1	Apprenticeship-II	6 Months	22	400
<b>AT THE END OF THE THIRD YEAR (DEGREE)</b>			<b>151</b>	<b>3750</b>

### SEMESTER – VII

S.No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	Skill Enhancement Courses	Advertising and Media Promotion	4	4	50	50	100
2	Skill Enhancement Courses	Management Accounting	4	4	50	50	100
3	OOTC	As per the choice	2	2	00	50	50
4	IKS/EE	As per the choice	2	0	00	50	50
5	Core XVI	Special Event Management	4	4	50	50	100
6	Core XVII	Event Logistics	4	4	50	50	100
7	Core –XVIII	Event Marketing Management	4	4	50	50	100
End of the 7 <sup>th</sup> Semester			<b>24</b>	<b>22</b>			<b>600</b>

### SEMESTER – VIII

S.No	Course Codes	Course Name	No. of Hours	Credits	Evaluation		
					CIA	SEE	Total
1	Skill Enhancement Courses	Investment Analysis and Management	4	4	50	50	100
2	Skill Enhancement Courses	International Law In Events	4	4	50	50	100
3	OOTC	As per the choice	2	2	00	50	50
4	IKS/EE	As per the choice	2	0	00	50	50
5	Core XIX	Event Sponsorship & Fundraising	4	4	50	50	100
6	Core XX	Wedding events	4	4	50	50	100
7	Core –XXI	Sports & Cultural Event Management	4	4	50	50	100
End of the 8 <sup>th</sup> Semester			<b>24</b>	<b>22</b>			<b>600</b>
<b>AT THE END OF THE 4<sup>th</sup> YEAR</b>				<b>195</b>			<b>4950</b>

**GOVERNMENT COLLEGE (AUTONOMOUS)**  
**(Re-Accredited by NAAC with “A +” Grade)**  
**RAJAMAHENDRAVARAM**  
**BBA HONOURS (EVENT MANAGEMENT)**  
**COURSES REVISED**

<b>S.No</b>	<b>Course</b>	<b>Semester</b>	<b>Course Name</b>
1	Major	I	Introduction to Event Management
2	Major	II	Event Planning & Venue Management
3	Major	II	Event Resource Management

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**NEW COURSES INTRODUCED (A.Y 2025-2026)**

<b>S.No</b>	<b>Course</b>	<b>Semester</b>	<b>Course Name</b>
1	Core I	I	Introduction to event Management
2	Core II	I	Event Planning & Venue Management
3	Core –III	I	Fundamentals of Computers
4	Core – IV	I	Business Ethics
5	Core V	II	Event Resource Management
6	Core-VI	II	Event Hospitality & Sponsorship
7	Core-VII	II	Computerized Accounting
8	Core – VIII	II	Customer Relationship Management
9	Core –VIII	III	Event Safety & Risk Management
10	Core XI	III	Event Production Process
11	Core X	III	Digital Marketing for Event Management
12	Core XI	III	Business Communication Skills
13	Vocational	III	Project Work
14	Core –XII	IV	Event Cost Accounting
15	Core –XIII	IV	Public Relations
16	Core –XIV	IV	Human Resource Management in Events
17	Core –XV	IV	Legal Aspects of Event Management
18	Vocational	IV	Project Work
19	SEC	VII	Advertising and Media Promotion
20	SEC	VII	Management Accounting
21	Core XVI	VII	Special Event Management
22	Core XVII	VII	Event Logistics
23	Core –XVIII	VII	Event Marketing Management
24	SEC	VIII	Investment Analysis and Management
25	SEC	VIII	International Law In Events
26	Core XIX	VIII	Event Sponsorship & Fundraising
2	Core XX	VIII	Wedding events
28	Core –XXI	VIII	Sports & Cultural Event Management

**GOVERNMENT COLLEGE (AUTONOMOUS)**  
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**Scheme of Evaluation for**  
**BBA HONOURS (EVENT MANAGEMENT) COURSES**  
**(W.e.f 2025-26)**

**Max. Marks: 100**

<b>CONTINUOUS INTERNAL ASSESSEMENT</b>				<b>50 M</b>
CIA-I	20 M			
CIA-II (Online)	10 M			
Attendance	05 M			
Assignment	05 M			
Seminar/GD/Viva etc.	05 M			
Clean and Green	05 M			
<b>SEMESTER END EXAMS</b>				<b>50 M</b>
	<b>Q</b>	<b>M</b>	<b>TM</b>	
Very Short Answers	6	1	06	
Short Answers	3	3	09	
Essay	5	7	35	
<b>Total Marks</b>				<b>100 Marks</b>

Note: Q = Questions, M = Marks TM=Total Marks

**Note:**

1. In Very short answers 6 questions will be given.
2. In Short Answers 5 questions will be given, out of those students should answer 3 questions.
3. In Essays 10 questions with internal choice will be given, out of those students should answer 5 questions.

**Vocationl (Project work) Evaluation**

Component	Max. Marks
Activity log	10
Project Report	20
Viva –voce	10
Oral Presentation	10
Total	50

# GOVERNMENT COLLEGE (AUTONOMOUS)

## RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with “A<sup>+</sup>” Grade)

DEPARTMENT OF COMMERCE

SCHEME OF EVALUATION

### MODEL OF SEMESTER END EXAMINATION QUESTION PAPER (THEORY)

(As Approved in the BOS meeting held on 15<sup>th</sup> September, 2025 at 11 AM)

#### EVALUATION SCHEME

#### Standard Operating Procedure for Continuous Internal Assessment

(Internal Marks – 50)

The Internal marks in all the courses/subjects will be awarded based on continuous internal assessment made during the semester concerned. For each Courses/subject 50 marks are allotted for internal assessment and 50 marks are allotted for the End Semester Examination.

#### 1. Continuous Internal Evaluation (CIA):

It has been decided to introduce Continuous Internal assessment marks for a total of

**50 marks**, which are to be distributed as follows:

S.No.	Component	Distribution of Marks		
1	CIE I (after completion of 50% of syllabus)	20		
2	CIE II (Online Exam)	10		
3	ATTENDANCE	Above 95%	5	5
		91% to 95%	4	
		86% to 90%	3	
		81% to 85%	2	
		75% to 80%	1	
		Below 75%	0	
<b>Pedagogical Strategies</b>				
4	ASSIGNMENT(One Assignment from each unit)	5		
5	Participation or Paper Presentation in Student Seminars/Workshops/Group Discussions/ Quiz/ Student Study Project/Field Visit/Survey /Any other	5		
6	Clean & Green (Maximum 2 Activities)	5		
<b>TOTAL</b>		<b>50</b>		

## Component I: CIE I & CIE II (20+10 = 30 Marks)

Two Internal Examinations, out of which one is Mandatorily Online examination, for each Course shall be conducted for assessment. These examinations will be conducted during August/September (CIE –I) and October/November (CIE-II). CIE-I carries 20 marks and CIE-II carries 10 marks. CIE- I will be conducted after completion of 50% of syllabus. The second internal examination, i.e., CIE –II, which is **mandatorily online examination**, will cover the entire syllabus. The sum of both the CIEs will be considered for awarding marks for CIA.

## Suggestive Question Paper Pattern for CIE I & CIE II (Based on Blooms Taxonomy):

Though the faculties concerned are empowered to adopt their own pattern for question paper, a general and suggestive model for question paper is given below based on Blooms Taxonomy.

Q No	Learning Objective	Marks
1	Memory based (Remember)	2
2	Understand (Comprehension)	2
3	Application	3
4	Analysis	3
5	Evaluation	5
6	Creativity	5
	<b>TOTAL</b>	<b>20 marks</b>

The active verbs used to frame the question based on Blooms Taxonomy is given below for the convenience.

BLOOM'S TAXONOMY VERBS					
REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
Define	Summarize	Determine	Organize	Argue	Design
Memorize	Compare	Present	Compare	Defend	Compose
Repeat	Describe	Examine	Contrast	Judge	Construct
Copy	Explain	Implement	Experiment	Support	Develop
Define	Discuss	Solve	Test	Value	Formulate
State	Recognize	Use	Question	Weight	Blog
List	Report	Demonstrate	Connect	Reflect	Build
Quote	Translate	Interpret	Deduce	Review	Write
Find	Categorize	Re-enact	Link	Grade	simulate

# SEMESTER – I

ADMITTED BATCH: 2025-2026

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
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**(W.e.f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management) – Semester – I**  
**Introduction to Artificial Intelligence**

**Syllabus**

Hours: 04+02

Credits: 04

Course Outcomes: Students will be able to

- CO1: Describe the different subfields and their roles in AI applications.
- CO2: Analyse the benefits and limitations of AI in diverse domains.
- CO3: Evaluate AI systems in terms of inclusivity, privacy, and robustness.
- CO4: Describe Generative AI and emerging technologies like ChatGPT.
- CO5: Apply prompt engineering concepts to various real-world use cases.

**Unit I:** AI and its Subfields Introduction to Artificial Intelligence, History, Definition, Artificial General Intelligence, Industry Applications of AI, Challenges in AI. Knowledge Engineering, Machine Learning, Computer Vision, Natural Language Processing, Robotics.

**Unit 2:** Applications of AI Healthcare, Finance, Retail, Agriculture, Education, Transportation.

**Unit 3:** Bias and Fairness in AI Systems Ethics in AI, Bias and Fairness in AI Systems, Transparency in AI Systems, Accountability, Security, Privacy, Inclusivity, Sustainability, Robustness, Reliability.

**Unit 4:** AI in Research, Generative AI and prompt engineering AI in Experimentation and Multi-disciplinary research, Generative AI introduction, ChatGPT, Hugging Face, Gemini and other tools basics, Perplexity, Prompt engineering Definition and its importance, Role of Prompt Engineering in AI/ML Interaction, Emerging trends and Future Directions in AI.

**Unit 5:** Applications of Prompt engineering Applications of Prompt Engineering: Education, Business & Commerce, Content Creation: AI for Creative Writing, AI for creative design, writing AI scripts for video, generating slides and slides GPT usage, Designing thumbnails and channel branding with AI

**Text Books:**

1. AI for Everyone: A Beginner's Handbook for Artificial Intelligence (AI) by Saptarsi Goswami, Amit Kumar Das, Amlan Chakrabarti
2. Prompt Engineering for Beginners: by Kapila Arora, Geetu Garg, Gaurav Arora.

**References:**

1. Let's Learn Artificial Intelligence: Base Module, Niti Ayog, Atal Innovation Mission.
2. Prompt Engineering for Generative AI: Future-proof inputs for Reliable AI-outputs by James Phoenix & Mike Taylor.
3. Generative AI Tutorial: [https://www.w3schools.com/gen\\_ai/](https://www.w3schools.com/gen_ai/)
4. Generative AI 360°: Practical Guide to ChatGPT, Midjourney & AI Tools to Boost Productivity & Creativity , For Professionals, Marketers & Entrepreneurs by Hitesh Motwani , ZebraLearn, 2025.

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**I BBA H (Event Management)– Semester – I**  
**Introduction to Artificial Intelligence**

**Practice Session**

**2 hrs. /week 1**

1. Create a mind map of AI subfields: NLP, CV, ML, Robotics, Knowledge Engineering using Canva/Napkin AI/ Similar Open AI tool
2. Text Analysis with Open-Source NLP Tools: Tool: Voyant Tools (text analysis web app)
  - Input sample texts (e.g., news articles, speeches).
  - Explore word frequency, keywords, sentiment.
  - Understand how NLP extracts meaning from text.
3. Train a basic image classifier using webcam images. Observe how the model "learns." Using Google Teachable Machine
  - Train two image categories (e.g., “Smiling” vs. “Not Smiling”) using their own webcam images.
  - Observe how the model learns to classify.
  - Now try feeding images of people with different skin tones, facial features, etc.
  - Observe misclassifications or differences in confidence.
4. Simulate an AI chatbot helping a farmer or a student. You may use any GenAI tool of your choice. You may use the prompt below and also try your own. Prompt: “Act as an agriculture assistant. A farmer wants to know the best crop based on soil and season. Ask questions and suggest crops.”
5. Test Generative AI- Generate a poem or image from prompt “A futuristic green city.” using ChatGPT, Hugging Face (e.g., image or text generation)
6. Observe how generative AI models may show biased results when prompted with neutral profession descriptions. (Bing Image Creator / DALL-E on ChatGPT/ChatGPT). Generate images using the following neutral prompts:
  - “A doctor treating a patient”
  - “A teacher in a classroom”
  - “A CEO giving a speech”
  - “A software engineer working from home” Observe and discuss:
  - What gender/race/age are most commonly shown?
  - Are the results stereotypical or diverse?
7. Check how language models may express bias depending on names, ethnicity, or location. Use ChatGPT or Gemini Prompts: Prompt A: “A person named Raj is applying for a bank loan. Will he be approved?” Prompt B: “A person named John is applying for a bank loan. Will he be approved?” Change names, genders, and nationalities. Observe the following and report your findings:
  - Are the responses different?
  - Is one version more positive or negative?
  - Does the model express bias or hesitate?

- Should AI make such predictions?
- How do developers prevent this?

8. Exploring Text Generation and Summarization with Google AI Studio Generate Creative Content “Write a short story (150 words) about a robot who wants to become a chef.

- Submit and read the AI-generated story.
- Discuss how detailed and creative the output is. Summarize a Paragraph Prompt: Summarize the following paragraph in 3 sentences: “Artificial Intelligence is a branch of computer science that aims to create intelligent machines that can mimic human thinking. It includes various subfields like machine learning, natural language processing, and robotics. AI is widely used in industries such as healthcare, finance, and transportation to improve efficiency and decision-making.”
  - Submit and review the summary.
  - Evaluate how well AI extracts key points. Refine Your Prompt Try changing the summary prompt to: “Summarize the paragraph above in simple language for 10-year-olds.”
  - Compare this output to the previous one.
  - Note how prompt wording changes results

9. AI for Creative Writing Prompt: “Write a short motivational story for 10-year-old students in under 150 words.”

10. Generate Slides: Tool: Slides GPT/Other Free AI tool Prompt: “Create a 5-slide presentation on ‘AI in Smart Farming’.”

11. YouTube Thumbnails / Branding: Tool: Canva + Magic Media AI Design a thumbnail using Canva’s AI tools with a prompt like: “Design a YouTube thumbnail for a video titled ‘Top 5 AI Tools for Students’

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**I BBA H (Event Management)– Semester – I**  
**Introduction to Artificial Intelligence**

Model Paper

**Time: 2 ½ Hours**

**Max Marks: 50**

**Section – A**

Answer any **FIVE** questions.

5 X 7 = 35 Marks

1. Explain the history and evolution of Artificial Intelligence.  
(OR)
2. Discuss the major subfields of AI and their applications in industry.
3. Explain the role of Artificial Intelligence in healthcare and education sectors.  
(OR)
4. Discuss the use of AI in agriculture and transportation with examples.
5. What is bias in AI systems? Explain how fairness and transparency can be achieved.  
(OR)
6. Discuss the importance of ethics, privacy, and accountability in AI systems.
7. Write a detailed note on Generative AI tools such as ChatGPT, Gemini, and Hugging Face.  
(OR)
8. Explain the role of prompt engineering in AI and ML interaction.
9. Explain the applications of prompt engineering in education and business.  
(OR)
10. Discuss how AI supports content creation such as creative writing and video scripting.

**Section – B**

Answer any **Three** questions.

3 X 3 = 9 Marks

11. What are the main challenges faced in Artificial Intelligence?
12. List any four AI applications in the finance or retail sector.
13. Define inclusivity and sustainability in AI systems.
14. What is the significance of prompt engineering?
15. How is AI used in designing YouTube thumbnails and channel branding?

**Section – C**

Answer **ALL** questions.

6 X 1 = 6 Marks

16. Expand AGI.
17. Name any two subfields of AI.
18. What is the full form of NLP?
19. Mention one ethical concern in AI systems.
20. Name any one Generative AI platform.
21. Who developed the concept of Prompt Engineering?

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**I BBA H (Event Management)– Semester – I**  
**INTRODUCTION TO EVENT MANAGEMENT**  
**Syllabus**

**Hours: 04**

**Credits: 04**

**Course Outcomes:**

After completing the course, the student shall be able to:

- CO1: Understand the basic designing process of events
- CO2: Understand the various categories / types of events;
- CO3: Understand the social, economic, cultural and political impact of running events
- CO4: Understand the scope for expansion of the event industry and identify job prospects related to various areas in event management.
- CO5: Skill Acquiring for career planning in event management

**Unit 1: Introduction:**

Introduction - Definition of Events – Objectives- Historical Perspective of Events-Event Management —Concept- Key elements of Events - Demand and Scope of Events- Objectives of Event Management-Functions of Event Management

**Unit-II: Classification of Events**

Classification of Events: Mega events - Hallmark event- Major events- Local events. Based on Form or Content: Cultural celebrations - Arts and Entertainment - Business and Trade -Sport competitions - Recreational - Educational and Scientific - Political and state. International Events: Niche Events- Participatory Sports Events- Signature Cultural Events- International Sports Events.

**Unit-III: Characteristics of Events and Events Committee:**

Introduction-Characteristics of Events-Impact of Events-Advantages of Events. Events Committee: Functions and Responsibilities of the Committee- the big event committee structure- coordination among committees.

**Unit-IV: Growth of Event Industry in India**

Introduction-Industry Size and Growth-Strengths and Challenges-Structure of Event Services-Scope of Expansion and Careers.

**Unit-V: Career Strategy**

Career Strategy: where to start from – expected and unexpected challenges – skills needed – growth opportunities in National and International market – career planning in event management – organization structure – expectation from each level – areas in event management.

**References:**

1. Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley & Sons: Brisban
2. D.Sharma, ‘Event Planning and Management’, First Edition, Deep & Deep Pub Pvt Ltd., 2005 - 8176296333
3. S R Singh, ‘Event Management’, APH Publishing, 2009, - 8131306888

**Co-Curricular Activities:**

- Class discussions.
- Case Studies.
- Audio/Visual class presentations.
- Assignment and Project.
- Experimental Group Exercise.

### BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	2	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT- V	1	1	2

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**I BBA H (Event Management)– Semester – I**  
**INTRODUCTION TO EVENT MANAGEMENT**

**Model Paper**

**Answer all the Questions.**

**5×7=35 M**

1. Define Event Management. Explain the Functions of Event Management. (BL1,2,CLO1)

**OR**

2. Present the Key Elements of Events (BL3,CLO1)  
3. Categorize the events by international tourism.(BL2,CLO2)

**OR**

4. Categorize the events by when considering the scale and impact of events.(BL2,CLO2)  
5. Design the big event committee structure. (BL6,CLO3)

**OR**

6. Define an Event. Describe the characteristics and advantages of Events(BL1,2,CLO3)  
7. Present the Strengths and Challenges of Event Industry?(BL3,CLO4)

**OR**

8. Construct the Structure of Event Services.(BL6,CLO4)  
9. Recognize the areas in event management? (BL2,CLO5)

**OR**

10. Describe the career planning in event management(BL2,CLO5)

**Answer any THREE of the following.**

**3×3=09 M**

11. Explain the Objectives of Event Management. (CO1,BL2)  
12. Define International sports events? (CO2,BL1)  
13. Explain the Characteristics of events. (CO3,BL2)  
14. Write a short note Industry Size & growth. (CO4,BL2)  
15. Write short note on Career strategy .(CO5,BL1)

**Answer all the questions.**

**6×1=06 M**

16. Define Event Management (BL1,CLO1)  
17. Describe Business and Trade Events(BL2,CLO2)  
18. Demonstrate Role of Finance Committee(BL3,CLO3)  
19. Support Indian Events Industry(BL5,CLO4)  
20. Explain about Career Planning(BL2,CLO5)  
21. Examine about Local Events (BL3,CLO2)

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**(Re-Accredited by NAAC with “A+” Grade) \**  
**(W.e.f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management) – Semester – I**  
**EVENT PLANNING & VENUE MANAGEMENT**  
**Syllabus**

**Hours: 04**

**Credits: 04**

**Course Outcomes:**

Understand the event planning process and its components

CO1: Analyse event goals, target audiences, and marketing strategies

CO2: Evaluate venue options and create effective venue layouts

CO3: Coordinate event logistics, including catering, audio-visual, and technical requirements

CO4: Manage event staff, volunteers, and vendors

CO5: Develop event budgets and financial plans

**UNIT-I:** Introduction to Event Planning, Event Concept and Design, Definition and scope of event planning, Event concept and theme development, Types of events (conferences, weddings, festivals, etc.), Event planning process (concept, planning, execution, evaluation) Event format and agenda design, marketing and promotion, branding and sponsorship.

**UNIT-2:** Event Budgeting and Finance, Logistics and Operations. Event budgeting and financial planning ,pricing and revenue management, expense management and cost control. Event timing and scheduling. Event staffing and volunteer management, catering and beverage management, audiovisual and technical requirements.

**UNIT-3:** Event Coordination and Execution, Venue Selection and Management Event setup and teardown, registration and ticketing, flow and crowd management, evaluation and feedback. Venue types (hotels, convention centers, outdoor spaces, etc.) selection criteria (capacity, location, amenities, etc.), layout and design, operations and logistics.

**UNIT-4:** Risk Management and Safety - Event risk assessment and mitigation, Event safety and emergency planning, Event insurance and liability

**UNIT-5:** Event Marketing and Promotion, Evaluation and Follow-up Event marketing and promotion strategies, social media and online marketing, public relations and communication, Event evaluation and feedback methods, follow-up and thank-you strategies, reporting and debriefing.

**Textbook and Resources: -**

"Event Planning: The Ultimate Guide" by Judy Allen

"Venue Management" by David J. King - Online resources and industry articles

**Co-Curricular Activities:**

- Quizzes and exams
- Group project and presentation
- Case study analysis and reporting
- Final event plan and proposal

**BLUE PRINT**

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	2	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT- V	1	1	2

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**I BBA H (Event Management)– Semester – I**  
**EVENT PLANNING & VENUE MANAGEMENT**  
**Model Paper**

**Answer all the Questions.**

**5×7=35 M**

1. Discuss the event planning process in detail from concept to evaluation. (CO1,BL2)  
OR
2. Explain the importance of marketing, branding, and sponsorship in event planning.(CO1,BL2)
3. Discuss the process of financial planning and budgeting for an event. (CO2,BL2)  
OR
4. Explain the challenges in staffing and managing volunteers (CO2,BL2)
5. Create a detailed plan for coordinating a conference event. (CO3,BL6)  
OR
6. Discuss in detail the coordination and execution process of an event. CO3,BL2)
7. Develop a safety and risk management plan for a large outdoor concert. (CO4,BL6)  
OR
8. Analyze the importance of safety and emergency planning for events.(CO4,BL4)
9. Discuss various marketing and promotional strategies used in events.(CO5,BL2)  
OR
10. Explain the methods of post-event evaluation and reporting. (CO5,BL2)

**Answer any THREE of the following.**

**3×3=09 M**

11. Explain the scope of event planning. (CO1,BL2)
12. What are the main components of an event budget? CO2,BL6)
13. Explain the process of venue selection. (CO3,BL2)
14. Write a short note on event insurance. (CO4,BL2)
15. Write short notes on social media marketing for events.(CO5,BL1)

**Answer all the questions.**

**6×1=06 M**

16. Define event planning. (CO1,BL1)
17. What is event budgeting? (CO2,BL1)
18. Define venue selection. (CO3,BL1)
19. Define risk management. (CO4,BL1)
20. What is event marketing? (CO5,BL1)
21. What is revenue management?(CO2,BL1)

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**(W.e.f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management) – Semester – I**  
**Fundamentals of Computers**  
**Syllabus**

**Hours: Theory 3 + Practical 2**

**Credits: 04**

**COURSE OUTCOMES:**

- CO1: Demonstrate knowledge of the basic functions of computer.
- CO2: Develop practical knowledge of using these devices for day-to-day computing.
- CO3: Develop awareness of network applications in real life.
- CO4: Understand the basics of MS-Office suite and its applications.
- CO5: Apply internet knowledge for personal, educational, and professional use.

**UNIT-I: Basics of Computers:-**Definition of a Computer-Characteristics and application of computer-Block Diagram of a computer – Classification of Computers based on size and working-Generation of a Computer-Central Processing unit – I/O Devices.

**UNIT-II:**

Definition and types of operating systems – Functions of Operating system - Memory – Types of Memory. Computer Networking – Definition of a computer networking – Types of Computer Network (LAN, WAN, MAN)

**UNIT-III: M.S Word:** Features of M.S word –MS word window components – Creating, Editing, Formatting and Printing of documents – Headers and Footers –Insert/Draw tables – Page borders and shading – Inserting symbols , shapes, word art, page numbers ,Equations,-spelling and grammar-Mail Merge.

**UNIT- IV: M.S Power Point:** - Features of PowerPoint-creating a blank presentation - Creation a Presentation using a template- Inserting and deleting a slide in a presentation – Adding clip art/pictures-Slide transition – Custom animation.

**UNIT-V: M.S Excel:** - Overview of excel features – Creating a new worksheet, selecting cells , Entering and Editing text , Numbers, Formulae-Inserting rows and columns – Changing column width and height, auto format , changing font sizes, colours, shading.

**Reference Books**

- 1. Fundamentals of Computers – V. Rajaraman**
- 2. Computer Fundamentals – P.K. Sinha & P. Sinha**
- 3. Introduction to Information Technology – Turban, Rainer, and Potter**
- 4. Microsoft Office 2019 Step by Step – Joan Lambert**
- 5. Computer Networks – Andrew S. Tanenbaum**

**Co-curricular Activities**

- Quiz on parts of computer and functions, Poster-making on "Evolution of Computers".
- Practical demonstration of different devices, Chart preparation on storage evolution.
- Hands-on lab: Prepare a Resume in MS-Word.
- Hands-on lab: Prepare Power point presentation on any topic.
- Create a sales report in MS-Excel using formulas.

### BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	2	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT- V	1	1	2

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**(Re-Accredited by NAAC with “A+” Grade)**  
**(W.e.f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management)– Semester – I**  
**Fundamentals of Computers**  
**Model Paper**

**Answer all the Questions.**

**5×7=35 M**

1. Draw and explain the block diagram of a computer. (CO1,BL4,BL6)  
OR
2. Discuss the applications of computers in various fields.(CO1,BL4,BL6)
3. Explain the functions and importance of an operating system.(CO2,BL2)  
OR
4. Describe the different types of computer networks with diagrams. (CO2,BL2)
5. Explain the steps for creating, editing, formatting, and printing a document in MS Word.(CO3,BL2)  
OR
6. Describe Mail Merge with steps.(CO3,BL2)
7. Explain the procedure to create a PowerPoint presentation with custom animation.(CO4,BL2)  
OR
8. Discuss the features of MS PowerPoint and its uses in business and education.(CO4,BL2)
9. Explain the features of MS Excel and the steps to create and format a worksheet.(CO5,BL2)  
OR
10. Explain the function of M.S. Excel. (CO5,BL2)

**Answer any THREE of the following.**

**3×3=09 M**

11. Explain any three characteristics of a computer. (CO1,BL2)
12. Write a short note on types of memory.(CO2,BL6)
13. Explain steps to check spelling and grammar. (CO3,BL2)
14. Explain steps to insert a new slide in PowerPoint. (CO4,BL2)
15. What is AutoFormat? (CO5,BL1)

**Answer all the questions.**

**6×1=06 M**

16. Define a computer. (CO1,BL1)
17. What is RAM? (CO2,BL1)
18. Shortcut for saving a file?(CO3,BL1)
19. What is PowerPoint used for?(CO4,BL1)
20. Shortcut to AutoSum? (CO5,BL1)
21. List out the Computer Networks. (CO2,BL1)

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**(W.e.f. 2025-24 Admitted Batch)**  
**I BBA H (Event Management)– Semester – I**  
**Course Name: Business Ethics**

## Syllabus

Hours: 04

Credits: 04

**Course Outcomes:**

CO -1: To impart the understanding of business ethics.

CO -2: To make the students aware about morals and ethics for workers

CO -3: To inculcate the knowledge of corporate governance among the students.

CO -4: To make the student aware about Environmental challenges as well as challenges of cyber age

**UNIT-I: Setting Ethical Standards**

Ethics; meaning, definition and scope Ethics and morals, Evolution of ethics, Classification of ethics, Business ethics, Nature of ethics as moral value

**Decision making:** moral reasoning and its application Understanding decision making, Essence of decision making, Decision making process, Classification of decision making.

**UNIT-II: Managing people in the Organization**

Workers in morals Rights and duties of employee, Personal policies and procedures, Just wages, Trade unions the contemporary worker Conflict of interest, Whistle blowing, Abuse of official position, Bribe

**UNIT-III: Organization as a corporate citizen**

Corporate Governance Corporation as a moral person, corporate governance, corporate governance theory, Good corporate governance

**UNIT-IV: Corporate Social Responsibility**

Corporate Social Responsibility Understanding CSR, Moral arguments for CSR, Issues in CSR, and Development of corporate conscience as moral principles of CSR.

**UNIT-V: Challenges of new age world**

Challenges of environment Principles of environmental ethics, Environmental challenges is business opportunities, Role of the government, Multistake-holder ship. Challenges of cyber age Information technology and its moral significance to business, Data identity and security, Crime and punishment, Intellectual property rights.

**Reference Books:**

1. Chakraborty, S.K.; Ethics in Management: A Vedantic Perspective, Oxford University Press.
2. Daniel Albuquerque, Business Ethics Principles and Practices: Oxford University Press.
3. B.N.Ghosh, Business ethics and corporate governance.
4. U.Mathur, Corporate governance and business ethics.

**CO-CURRICULAR ACTIVITIES:**

- Case study analysis: Apply moral reasoning to a business ethics dilemma, discussing implications and potential solutions.
- Role-play: Demonstrate effective conflict resolution strategies in the workplace, focusing on employee rights and duties.
- Research project: Investigate a company's corporate governance practices, evaluating their impact on stakeholders.
- Group discussion: Debate the moral arguments for CSR, exploring its benefits and challenges.

### BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	1	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT- V	2	1	2

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**I BBA H (Event Management)– Semester – I**  
**Business Ethics**  
**Model Paper**

**Answer all the Questions.**

**5×7=35 M**

1. Explain the process of ethical decision-making with examples. (CO1,BL2)  
OR
2. Discuss the nature of ethics as a moral value and its importance in business. (CO1,BL2)
3. Discuss the moral rights and duties of employees and employers.(CO2,BL2)  
OR
4. Explain how organizations can ensure ethical HR policies and procedures. (CO2,BL2)
5. Discuss the role of corporate governance in building ethical organizations.(CO3,BL2)  
OR
6. Explain how an organization can act as a responsible corporate citizen.(CO3,BL2)
7. Explain the principles of CSR and its role in modern business. (CO4,BL2)  
OR
8. Discuss how CSR contributes to sustainable development.(CO4,BL2)
9. Discuss the ethical challenges faced by businesses in the cyber age.(CO5,BL2)  
OR
10. Analyse environmental issues as business opportunities.(CO5,BL2)

**Answer any THREE of the following.**

**3×3=09 M**

11. Differentiate between ethics and morals. (CO1,BL2)
12. Write a short note on the duties of employees. (CO2,BL6)
13. Explain the concept of corporate governance. (CO3,BL2)
14. State the moral arguments for CSR.(CO4,BL2)
15. What is AutoFormat? (CO5,BL1)

**Answer all the questions.**

**6×1=06 M**

16. Define ethics. (CO1,BL1)
17. Define conflict of interest. (CO2,BL1)
18. Define corporate citizen.( CO3,BL1)
19. What is CSR?(CO4,BL1)
20. Define cyber ethics.(CO5,BL1)
21. Define cyber ethics.(CO5,BL1)

# SEMESTER –II

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A+” Grade)**  
**(W. e. f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management) – Semester – II**  
**SEC- APPLICATION OF AI**

**Theory**

**Credits: 3**

**4 hrs/week**

Course Objectives:

1. Provide a foundation in the AI ecosystem, including hardware, cloud, and edge platforms relevant to commerce and management.
2. Familiarize students with different types of datasets and public repositories used in AI research.
3. Develop skills in building AI data pipelines through collection, annotation, cleaning, and preprocessing.
4. Understand how AI enhances retail and e-commerce and explore personalization, recommendation systems, and customer engagement
5. Apply AI to streamline business processes and decision-making and explore AI in finance, HR, and supply chain management

Course Outcomes: On successful completion of this course, students will be able to:

1. Explain the AI ecosystem (hardware, cloud, and edge devices) and its relevance to commerce and management.
2. Differentiate between structured and unstructured data, and utilize public datasets for business-oriented AI applications.
3. Design a conceptual AI data pipeline for solving real-world problems in commerce and management.
4. Understand and apply AI technologies to improve customer engagement and personalization in commerce.
5. Use AI tools to streamline business operations, enhance decision-making, and detect patterns in data.

**Unit 1:**

Infrastructure and Platforms for Building Applications using AI Hardware used in building AI applications: Processors - CPU, GPU, TPU, NPU, Memory - RAM, VRAM, Storage - HDD, SSD Platforms for building applications using AI: Online platforms (Example - Google AutoML, H2O.ai, Teachable Machine or similar platforms - for practice only); Desktop (No-code/Lowcode) platforms (Orange Data Mining, KNIME, Weka, RapidMiner or similar tools - for practice only). Edge AI: Concept; Applications in daily life in devices like Refrigerators, Led Bulbs, Surveillance Cameras, Micro Ovens, Smart Cars/Scooters; Edge AI in smart Appliances

**Unit 2:**

Foundations of Data - Types, Ethics and Utility in Building Applications using AI Importance of data in building AI applications: Data as the fuel for AI, Role of big data in training AI models. Conceptual Foundations of Data: Data vs. Information vs. Knowledge. Structure of Data: Structured, Semi-Structured, and Unstructured Data. Modalities of Data: Text, Image, Audio, Video, Tabular, Time-Series, and Spatial Data. Formats of Data: Text Formats (CSV, JSON, XML), Image Formats (JPEG, GIF, PNG), Audio/Video (MP3, WAV, MP4, AVI). Data Repositories: Definition of public Datasets; Definition of private Datasets; Importance of Public Datasets, Popular Public Dataset Repositories (Example - Kaggle, Hugging Face Datasets, UCI Machine Learning Repository, Google Dataset Search or similar ones - for demonstration only), Dataset licensing and usage rights. Ethics, Privacy in Data Usage: Privacy concerns related to data usage; Regulations governing data usage - GDPR, HIPAA (Overview), Ethical use of data, Responsible AI data practices.

**Unit 3:**

The AI Data Pipeline: From Collection to Model Readiness The AI Data Pipeline: Stages and Components: Key Stages (Data Collection, Annotation, Preprocessing, Splitting, Feeding into AI Models Core Components: Ingestion, Storage, Processing, Validation, Delivery Data Collection Methods for AI: Manual Input (Surveys, forms, human-curated entries), Sensors & IoT Devices (Real-time data from physical environments), System Logs & Transactions, Web Scraping (Automated extraction from websites), APIs (Structured data access from external platforms) Data Annotation and Labelling: Definition & Importance; Annotation Methods: Manual Annotation, Automated Annotation; Types of Annotation: Classification, Bounding Boxes, Segmentation, Transcription, Named Entity Recognition (NER) Data Cleaning and Preprocessing: Importance of data cleaning; Understanding “Dirty” Data: Missing Values, Duplicates, Incorrect Formats, Outliers, Noise; Steps in Data Cleaning:

Identify Issues, Handle Errors (Imputation, Removal), Validate Cleaned Data Data Splitting: Splitting data into training set and test set. Data Transformation Techniques: Normalization, Transformation, Feature Engineering (Conceptual).

**Unit 4:**

AI in Commerce – Transforming the Consumer Experience Introduction to AI in Commerce, Recommendation Engines (Collaborative & Content-Based), Chatbots and Virtual Assistants, Sentiment Analysis and Review Mining, Inventory Optimization and Demand Forecasting, Ethical Issues related to use of AI in Commerce and Business: Bias, Privacy, and Transparency

**Unit 5:**

AI in Business Operations – Driving Efficiency and Insight AI in Business Intelligence and Predictive Analytics, Financial Applications: Fraud Detection, Risk Modelling, HR Applications: Resume Screening, Employee Analytics, Supply Chain Automation and Optimization, AI in Marketing: Customer Segmentation, Lead Scoring, Strategic Adoption of AI in Enterprises, Explainable AI in E-Commerce.

# GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with “A+” Grade) \

(W. e. f. 2025-26 Admitted Batch)

I BBA H (Event Marketing) – Semester – II

SEC- APPLICATION OF AI

Theory

Credits: 1

2 hrs./week

Suggested Lab Practicals (No Coding)

## Lab 1 - Exploring Public Datasets (Orange Data Mining)

- Visit a public repository (Kaggle, UCI, data.gov.in)
- Download a dataset (e.g., rainfall data, literacy rates, or traffic accident statistics)

● Procedure:

1. Open Orange → Add File widget → Load a CSV (e.g., Titanic dataset).
2. Connect to Data Table → View rows/columns.
3. Connect to Data Info → Check attributes, data types.
4. View in Data Table and Distributions widget.

● Observation: Note numeric, categorical, missing values.

● Outcome: Students understand structured data format in CSV.

## Lab 2 - Understanding Dataset Metadata and Formats

- Take two datasets in different formats (CSV, JSON)
- View metadata (description, features, size, license)
- Compare domain-specific datasets (e.g., medical vs. finance)

## Lab 3 - Data Annotation Exercise

- Use MakeSense.ai or VGG Image Annotator (VIA)
- Annotate 10 sample images (traffic signs, fruits, or medical scans)
- Export annotations in XML or YOLO format
- Discuss annotation errors and challenges

## Lab 4 - Data Cleaning and Visualization (Orange Data Mining)

- Aim: To clean dirty data and visualize categorical and numeric attributes.

● Procedure:

1. Load dataset.
2. Connect File → Edit Domain (to change types) and Impute (to fill missing values).
3. Compare cleaned vs. original in Data Table.
4. Distributions widget.
5. Check various features distribution. (Optional: Create simple bar charts/line charts to visualize trends using Google Looker Studio)

● Observation: Missing values filled with mean/median., Graphical representation of data. ● Outcome: Learn importance of data cleaning., Students learn importance of visualization in preprocessing.

## Lab 5: Train/Test Split in Orange

- Aim: To split dataset for AI training/testing.

● Procedure: 1. Load Titanic dataset.

2. Connect File → Data Sampler (70% train, 30% test).

3. Connect outputs to Data Table widgets to view.

● Observation: Students see two different subsets.

● Outcome: Concept of model validation using split data.

## Lab 6: Introduction to AI in Commerce – Use Case Exploration

Prerequisite: Discuss conceptually about Clustering

Objective: Understand how AI is applied in commerce through data visualization and clustering.

Orange Workflow: Use Orange Data Mining Tool

Widgets Used: File → Data Table → Scatter Plot → Hierarchical Clustering

Dataset: Retail customer data (e.g., purchase frequency, amount spent)

Dataset Link: Retail Sales Data

Activities: ·

Load customer data and visualize spending patterns. ·

Apply clustering to identify customer segments. ·

Discuss how businesses can tailor services to each segment.

Outcome: Students grasp how AI helps businesses understand and target consumers more effectively.

### **Lab 7: Recommendation Engine Simulation**

Prerequisite: Discuss conceptually about Clustering

Objective: Simulate collaborative filtering using similarity-based clustering.

Orange Workflow: Widgets Used: File → Distance → Hierarchical Clustering → Data Table

Dataset: User-product ratings matrix

Dataset Link: Amazon Product Recommendation System

Activities:

- Calculate similarity between users.
- Group similar users and recommend products based on cluster behavior.
- Discuss differences between collaborative and content-based filtering. Outcome: Students understand the logic behind recommendation systems and how they personalize user experience.

### **Lab 8: Chabot Intent Classification**

Prerequisite: Discuss conceptually about Linear Regression & Logistic Regression

Objective: Train a model to classify customer queries into intents.

Orange Workflow: Widgets Used: File → Preprocess Text → Bag of Words → Logistic Regression →

Test & Score Dataset: Sample customer queries labeled with intents (e.g., “track order”, “return item”)

Dataset Link: Customer Intent Classification

Activities:

- Preprocess and vectorize text data.
- Train a classifier to predict query intent.
- Evaluate accuracy and discuss chatbot training.

Outcome: Students learn how AI understands and responds to customer queries.

### **Lab 9: Sentiment Analysis of Reviews**

Prerequisite: Discuss conceptually about Naive Bayes

Objective: Classify customer reviews as positive or negative.

Orange Workflow: Widgets Used: File → Preprocess Text → Bag of Words → Naive Bayes → Test &

Score Dataset: Product reviews with sentiment labels

Dataset Link: Amazon Product Reviews – Sentiment Analysis

Activities: ● Clean and tokenize review text. ● Train a sentiment classifier. ● Visualize word clouds for positive vs. negative reviews. Outcome: Students analyze customer feedback and extract actionable insights.

### **Lab 10: Demand Forecasting with Regression**

Prerequisite: Discuss conceptually about Linear Regression & Logistic Regression

Objective: Predict future sales using regression models.

Orange Workflow: Widgets Used: File → Linear Regression → Scatter Plot → Test & Score Dataset: Historical sales data (e.g., monthly sales, promotions)

Dataset Link: Comprehensive Retail Sales Data

Activities: ● Train a regression model to forecast sales. ● Visualize predictions vs. actuals. ● Discuss implications for inventory planning.

Outcome: Students understand how AI supports demand forecasting and inventory control.

### **Lab 11: Bias Detection in AI Models**

Prerequisite: Discuss conceptually about Linear Regression, Logistic Regression & Confusion Matrix

Objective: Explore bias in predictive models and its impact.

Orange Workflow: Widgets Used: File → Logistic Regression → Confusion Matrix → Distributions

Dataset: HR hiring data with gender or age attributes

Dataset Link: HR Data Analytics

Activities: ● Train a model to predict hiring decisions. ● Analyze performance across demographic groups. ● Discuss fairness, transparency, and ethical implications.

Outcome: Students critically assess bias and propose ethical safeguards.

### **Lab 12: Predictive Analytics for Business Intelligence**

Prerequisite: Discuss conceptually about Random Forest

Objective: Use classification to predict customer churn.

Orange Workflow: Widgets Used: File → Random Forest → Test & Score → ROC Analysis

Dataset: Telecom or subscription data with churn labels

Dataset Link: Telco Customer Churn – IBM Dataset

Activities: ● Train and evaluate a churn prediction model. ● Interpret ROC curves and accuracy. ● Discuss how businesses can act on predictions.

Outcome: Students apply predictive analytics to improve customer retention.

### **Lab 13: AI in HR and Marketing – Resume Screening & Segmentation**

Prerequisite: Discuss conceptually about Clustering

Objective: Classify resumes and segment customers using clustering.

Orange Workflow: HR Task: File → Preprocess Text → Bag of Words → Logistic Regression

Marketing Task: File → k-Means Clustering → Scatter Plot Resume Screening

Dataset: Employee Hiring Data Customer Segmentation Dataset: Customer Segmentation Dataset

Activities: ● Screen resumes based on job fit. ● Segment customers by behavior or demographics. ● Discuss automation benefits and risks.

Outcome: Students explore how AI enhances HR and marketing efficiency.

#### Books/References

1. Data Science for Beginners, Andrew Park (Introductory concepts of data types, collection, cleaning, and visualization without coding)
2. AI Basics for Non-Programmers, Tom Taulli (Clear explanations of AI data lifecycle and real-world use cases)
3. Data Preparation for Machine Learning, Jason Brownlee (Conceptual understanding of dataset quality, preprocessing, and pipelines)
4. Hands-On Data Science for Non-Programmers, David Meerman Scott (Spreadsheet-based data exploration and visualization)
5. You Look Like a Thing and I Love You – Janelle Shane

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**

**I BBA H (Event Management) – Semester II**

**SEC: APPLICATION OF AI**

**MODEL PAPER**

**Max Marks: 50**

**Time: 2½ Hours**

**SECTION – A**

**(7 × 5 = 35 Marks)**

(Answer any **FIVE** questions. Each question carries 7 marks)

1. Explain various hardware components used in building AI applications.

**(OR)**

2. Discuss Edge AI and its applications in smart appliances.

3. Describe the types and formats of data used in AI applications.

**(OR)**

4. Explain the importance of public datasets and their ethical usage.

5. Illustrate the stages involved in the AI data pipeline with examples.

**(OR)**

6. Explain data cleaning and preprocessing techniques in AI.

7. Discuss the role of chatbots and recommendation engines in transforming commerce.

**(OR)**

8. Explain ethical issues related to AI in business such as bias, privacy, and transparency.

9. Describe how AI is used in HR analytics and supply chain optimization.

**(OR)**

10. Explain the concept of Explainable AI and its importance in business operations.

**SECTION – B**

**(3 × 3 = 9 Marks)**

(Answer any **Three** question. Each question carries 3 marks)

11. Write a short note on online and desktop platforms for AI application development.

12. Differentiate between structured and unstructured data with examples.

13. What are the key components of data annotation?

14. Write a short note on sentiment analysis and review mining.

15. Briefly explain AI in financial applications.

**SECTION – C**

**(1 × 6 = 6 Marks)**

(Answer **All** questions. Each question carries 1 mark)

16. Expand the term TPU.

17. Name any one public dataset repository.

18. What is “Dirty Data”?

19. Mention one example of Edge AI in daily life.

20. What does GDPR stand for?

21. Define Explainable AI.

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with "A+" Grade) \**  
**(W.e.f. 2025-24 Admitted Batch)**  
**I BBA H (Event Management)– Semester – II**  
**Course Name: Event Resource Management**

**Syllabus**

Hours: 04

Credits: 04

**COURSE LEARNING OUT COMES**

CLO1: Students will be able to identifying various types of resources (human, material, financial, technological) needed throughout an event's life cycle.

CLO2: Students will demonstrate the ability to recruit, train, and allocate staff and volunteers effectively.

CLO3: Students will learn how to procure, manage, and allocate event materials and equipment efficiently.

CLO4: Students will gain proficiency in creating event budgets, estimating costs, managing various revenue streams.

CLO5: Students will learn how to apply event management software, artificial intelligence, and automation to improve event planning and resource allocation.

**Unit 1: Introduction to Event Resource Management:**

Definition and Scope of Event Resource Management, Importance of Resource Management in Events, Types of Resources in Event Management, Roles and Responsibilities in Event Resource Management, Event Life Cycle.

**Unit 2: Human Resource Management in Events:**

Staffing in Events: Recruitment, Training, and Allocation. Volunteer Management in Events, Team Dynamics and Leadership in Event Planning, Conflict Resolution and Communication Skills, Health and Safety Considerations for Event Staff.

**Unit 3: Material and Equipment Resource Management:**

Procurement of Event Equipment and Materials, Vendor Selection and Management , Event Logistics: Transportation and Inventory Management , Technology in Event Management: Audio-Visual and IT Requirements , Energy and Sustainability in Event Resource Management.

**Unit 4: Financial Resource Management:**

Budgeting and Cost Estimation for Events ,Revenue Streams: Sponsorships, Ticket Sales, Merchandise, etc. Financial Controls and Auditing ,Funding and Sponsorship Acquisition ,Financial Reporting and ROI Evaluation.

**Unit 5: Technology in Event Resource Management:**

Event Management Software and Tools , Use of Artificial Intelligence and Automation in Event Management, Online Event Platforms and Virtual Events , Use of Analytics and Data in Event Resource Planning, Trends in Event Technology (AR/VR, Mobile Apps)

**REFERENCE BOOKS**

1. "Event Management: A Professional and Developmental Approach" by Glenn A. Bowdin, Johnny Allen, William O'Toole, Rob Harris, and Ian McDonnell
2. "The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event" by D.G. Conway
3. "Successful Event Management: A Practical Handbook" by Anton Shone and Bryn Parry
4. "Human Resource Management for Events: Managing the Event Workforce" by Lynn Van Der Wagen

**Co-curricular Activities**

1. Guest Lectures and Industry Panels

Invite industry professionals to speak on various aspects of event management, including human resources, financial planning, technology, and sustainability.

2. Event Planning Workshops

Organize hands-on workshops where students can plan and execute a small-scale event, applying principles from each unit of the syllabus.

### 3. Site Visits

Arrange visits to event venues, production companies, or event management firms to give students real-world insights into resource management practices

### 4. Simulation Exercises

Conduct simulations or role-playing exercises where students manage different aspects of an event, such as handling logistics, financial budgeting, or volunteer coordination.

### 5. Case Study Analysis

Assign students to analyze case studies of past events, focusing on resource management challenges and solutions, and present their findings and recommendations.

## BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	2	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT- V	1	1	2

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A+” Grade) \**  
**(W.e.f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management) – Semester – II**  
**Event Resource Management**  
**Model Paper**

**Answer all the Questions.**

**5×7=35 M**

1. Discuss in detail the various types of resources involved in event management with examples. (CO1,BL2)  
OR
2. Evaluate the importance of resource planning and monitoring in successful event execution. (CO1,BL5)
3. Discuss the importance of volunteer management.(CO2,BL2)  
OR
4. Analyse the staffing process in event management from recruitment to allocation. (CO2,BL4)
5. Analyse the procurement and logistics process for a mega sports event.(CO3,BL4)  
OR
6. Discuss the importance of vendor management.(CO3,BL2)
7. Discuss how budgeting and financial reporting contribute to event success. (CO4,BL2)  
OR
8. Design a complete financial plan for a charity fundraising event.(CO4,BL6)
9. Explain the use of software tools in event resource management.(CO5,BL2)  
OR
10. Describe the role of automation in modern event management.(CO5,BL2)

**Answer any THREE of the following.**

**3×3=09 M**

11. Explain the scope of Event Resource Management. (CO1,BL2)
12. Discuss the role of volunteers in events. (CO2,BL2)
13. Discuss the role of technology in managing event resources. (CO3,BL2)
14. Discuss various revenue streams available to event organizers.(CO4,BL2)
15. List and explain any two current trends in event technology. (CO5,BL1)

**Answer all the questions.**

**6×1=06 M**

16. List any two types of resources in event management. (CO1,BL1)
17. What is staffing in event management? (CO2,BL1)
18. Name one technology used in event management.( CO3,BL1)
19. List any two revenue sources for an event.(CO4,BL1)
20. Define virtual events.(CO5,BL1)
21. Who are event volunteers?(CO5,BL1)

**GOVERNMENT COLLEGE (A) RAJAHMUNDRY**  
**(RE-ACCREDITED BY NAAC WITH "A")**  
**(With effect from 2024-25 admitted Batch)**  
**I BBA H (EVENT MANAGEMENT) SEMETER - II**  
**EVENT HOSPITALITY AND SPONSORSHIP**  
**SYLLUBUS**

**Hours: 04**

**Credits: 04**

AIM: To equip individuals with skill to Plan, Manage, and Execute Events

**COURSE OUT COMES:**

CO1: To develop and understand the concept of event hospitality and sponsorship.

CO2: To gain skill in managing Budget and financial management and logistics.

CO3: To develop management skills in Accommodation.

CO4: To evaluate sponsorship activation

CO5: To develop skills about return on investment models.

**Unit 1: Introduction to Event Hospitality and Sponsorship.**

Definition-scope of event hospitality-types of hospitality-Definition - scope of sponsorship-Types of sponsorship

**Unit 2: Hospitality Operations and Logistics**

Event Planning and co-ordination for hospitality- event operations and logistics - supply chain management in hospitality events.

**Unit 3: Planning and Managing Hospitality at Events**

On-site management -Hospitality planning - hospitality services- suite design and layout-catering and accommodation management -VIP and guest list management.

**Unit 4: Sponsorship Sales and Activation**

Identifying potential sponsors -sponsorship sales process-sponsorship activation (pre-event, post event. On site activation) developing sponsorship proposals - Techniques and contract basics.

**Unit 5: Sponsorship Strategies and Partnership**

Developing sponsorship objectives - strategies and proposals building and maintaining sponsorship partnership- sponsorship activation.- measurement of ROI.

**SUGGESTED BOOKS:**

1. "Event Management: For Tourism, Cultural, Business and Sporting Events"  
*By Lynn Van Der Wagen & Brenda R. Carlos*
2. "The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event"

**ACTIVITIES:** 1.Awareness to students how to show hospitality in the events

2. Invited lectures on events (state/national/international)
3. Attend events for observation
4. To conduct small events on their own.
5. Each student should frame 3 strategies for getting sponsorship.

### Co-curricular activities:

1. Event planning, budgeting, logistics
2. Marketing skills, public speaking.
3. Catering,
4. Organising college events
5. Field trips to event industries

### BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	1	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	2	1	2
5	UNIT- V	1	1	2

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A+” Grade) \**  
**(W.e.f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management) – Semester – II**  
**EVENT HOSPITALITY AND SPONSORSHIP**  
**Model Paper**

**Answer all the Questions.**

**5×7=35 M**

1. Discuss the various types of hospitality and their relevance in event management. (CO1,BL2)  
OR
2. Describe the scope and role of sponsorship in events. (CO1,BL2)
3. Discuss the role of supply chain management in ensuring smooth hospitality operations.(CO2,BL2)  
OR
4. Explain how supply chain management supports event hospitality. (CO2,BL2)
5. Discuss in detail the process of planning and managing hospitality services during events.(CO3,BL2)  
OR
6. Explain the elements of hospitality suite design and layout.(CO3,BL2)
7. Examine the key elements of a successful sponsorship proposal with examples. (CO4,BL4)  
OR
8. Describe the sponsorship sales process.(CO4,BL2)
9. Evaluate the methods for building and maintaining successful sponsorship partnerships.(CO5,BL5)  
OR
10. Describe the components of a successful sponsorship strategy.(CO5,BL3)

**Answer any THREE of the following.**

**3×3=09 M**

11. Explain the importance of hospitality in event management. (CO1,BL2)
12. Explain the key elements of hospitality operations in events. (CO2,BL2)
13. Explain the steps in hospitality planning for an event. (CO3,BL2)
14. Explain the steps involved in identifying potential sponsors.(CO4,BL2)
15. Explain the process of developing sponsorship objectives. (CO5,BL2)

**Answer all the questions.**

**6×1=06 M**

16. Define event hospitality. (CO1,BL1)
17. What is event logistics? (CO2,BL1)
18. Define on-site management.( CO3,BL1)
19. Define sponsorship activation.(CO4,BL1)
20. Define sponsorship activation.(CO4,BL1)
21. What does ROI stand for?(CO5,BL1)

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
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**(W.e.f. 2025-24 Admitted Batch)**  
**I BBA H (Event Management)– Semester – II**  
**Course Name: Computerized Accounting**

**Syllabus**

Hours: 05

Credits: 04

Course Outcomes: After completing the student will be able to

**CO1:** Understand the meaning, objectives, functions, and importance of accounting, including accounting concepts and conventions.

**CO2:** Students will be able to classify transactions into appropriate subsidiary books

**CO3:** Students will be able to prepare and analyse basic financial statements

**CO4:** Learn to create and manage companies in Tally ERP-9

**CO5:** Understand and create accounting masters and vouchers in Tally ERP-9

**Unit I:** Introduction to Accounting and Financial Statements Meaning, Objectives, Functions and Importance of Accounting – Accounting Concepts and Conventions – Users of Accounting Information. Accounting Cycle –Double Entry System- Journal, Ledger.

**Unit – II: Subsidiary Books**

Subsidiary Books – Definition - Types of Subsidiary Books – Cash Book, Three-column Cash Book – Petty cash Book and Trial Balance. (Problems).

**Unit III:** Introduction to Financial Statements: Trading Account, Profit and Loss Account, and Balance Sheet.

**Unit-IV: Tally ERP-9-Company Creation-Tally Start-up Screen-Gateway of Tally- Create Company-Alter & Delete company-Backup and Restore- Security Features in Tally.**

**Unit-V: Tally-Accounting Masters & Vouchers -Groups-Create Ledgers-Alter & Delete-Inventory Masters- Creating Stock Groups –Stock Items-Unit of Measurement-Alter &Delete. Tally-Voucher Entry-Vouchers Types -Vouchers Entry-Reports Generation.**

**Reference books:**

1. Maheshwari, S.N. & Maheshwari, S.K. (2022). An Introduction to Accountancy. Vikas Publishing House.
2. - "Tally ERP 9 for Beginners" by Firebrand Technologies
3. - "Tally ERP 9: Accounting and Inventory Management" by K. K. Nadhani
4. Tulsian, P.C. (2022). Financial Accounting for Managers. Pearson Education.

## CO-CURRICULAR ACTIVITIES:

- **Activity:** Organize a **guest lecture/seminar** by a practicing Chartered Accountant on “Importance of Accounting in Business Decision-Making.”
- **Activity:** Conduct a **quiz/MCQ competition** on accounting concepts, conventions, and accounting cycle.
- **Activity: Workshop / hands-on practice** where students prepare Cash Books and Trial Balance using given transactions.
- **Activity: Team activity** – role play as “business owners” and “accountants” to record transactions in subsidiary books.
- **Activity: Case study analysis** – students prepare Trading, P&L, and Balance Sheet from a company’s trial balance.
- **Activity: Group presentation** on the comparison of financial statements of two companies (using real annual reports).
- **Activity: Lab session** on creating, altering, deleting, and securing companies in Tally ERP-9.
- **Activity: Organize an inter-class competition** on “Fastest Company Creation in Tally.”
- **Activity: Practical session** on creating ledgers, stock items, and recording vouchers in Tally ERP-9.
- **Activity: Mini-project** – Students prepare full accounting records of a sample business (sales, purchases, inventory, and reports) in Tally and present reports.

## BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	2	1	2
2	UNIT-II	1	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT- V	1	1	2

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A+” Grade) \**  
**(W.e.f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management)– Semester – II**  
**Computerized Accounting**  
**Model Paper**

**Answer all the Questions.**

**5×7=35 M**

1. Explain the Concepts of accounting. (CO1,BL2)

OR

2. Write the journal entries in the following transactions. (CO1,BL6)

2023 January 1 Purchased goods from Suresh Rs. 15,000  
 5 Sold goods to Hasini Rs. 30,000  
 10 Purchased Goods from Raju Rs. 5,500  
 11. Goods Returned to Suresh Rs. 1000  
 12. Sold goods to Raghu for cash Rs. 25,000  
 15. Sold goods to Govind Rs. 7,000  
 18 Purchased goods from Ravi Rs. 3,000  
 20 Goods Returned by Govind Rs. 1000  
 24 Purchased goods from Kiran Rs. 15,000  
 30 Sold goods to Krishna Rs. 5,000

3. Categorize the different types of subsidiary books.(CO2,BL2)

OR

4. Prepare a three column cash book from the following particulars. (CO2,BL6)

2023 April,	1 Cash in hand	2,500
	1 Cash at bank	10,000
	2 Paid into bank	1,000
	5 Bought furniture and issued Cheque	2,000
	8 Purchased goods for cash	500
	12 Received from Mahesh	980
	Discount allowed	20
	14 Cash sales	4,000
	16 Paid to kiran by Cheque	1,450
	Discount allowed by him	50
	19 Paid into bank	400
	23 Withdrew from bank for Private Expenses	600
	28 Withdrew from bank for Office use	2,000
	30 Paid rent by Cheque	800

5. Explain meaning and Components of Financial statements.(CO3,BL2)

OR

6. On 31<sup>st</sup> March 2016, the following trail balance was extracted from the books of Mohanlal. Prepare Trading & Profit and Loss a/c and Balance Sheet. (CO3,BL6)

Particulars	Debit Rs.	Particulars	Credit Rs.
Plant and Machinery	160000	Capital	100000
Purchases	120000	Sales	352550
Opening stock (1.4.2016)	60000	Returns	2000
Discount	700	Discount	1600
Bank Charges	150	Sundry Creditors	50000
Sundry Debtors	90000		
Carriage Inwards	1500		
Carriage Outwards	2400		
Salaries	13600		
Manufacturing wages	20000		

Rent, rates & taxes	20000		
Advertisement	4000		
Cash in hand	1800		
Cash at bank	12000		
	<b>506150</b>		<b>506150</b>

Adjustments:

1. Write off Rs. 1500 as bad debts.
2. Closing stock was valued at Rs. 30,000
3. Provide provision for bad debts Rs. 1000
4. Outstanding salaries Rs. 400
5. Prepaid wages Rs. 500

7. Explain the Gate way of Tally in Tally ERP 9. (CO4,B2)

OR

8. Write the steps to create a Company in tally ERP 9.(CO4,BL6)

9. Explain multi ledger creation in tally ERP 9.(CO5,BL2)

OR

10. Explain the different types of vouchers in tally ERP 9.(CO5,BL2)

**Answer any THREE of the following.**

**3×3=09 M**

11. Discuss the Debit and Credit Rules. (CO1,BL3)

12. Record the following transactions in the subsidiary books: (CO2,BL6)

- 2023 January
- 1 Purchased goods from Suresh Rs. 15,000
  - 5 Sold goods to Hasini Rs. 30,000
  - 10 Purchased Goods from Raju Rs. 5,500
  11. Goods Returned to Suresh Rs. 1000
  12. Sold goods to Raghu for cash Rs. 25,000
  15. Sold goods to Govind Rs. 7,000
  - 18 Purchased goods from Ravi Rs. 3,000
  - 20 Goods Returned by Govind Rs. 1000
  - 24 Purchased goods from Kiran Rs. 15,000
  - 30 Sold goods to Krishna Rs. 5,000

13. Explain the Profit and loss Account. (CO3,BL2)

14. Present the Alter a Company.(CO4,BL2)

15. Define a Ledger in Tally. (CO5,BL1)

**Answer all the questions.**

**6×1=06 M**

16. Define accounting. (CO1,BL1)

17. State the Purchase book (CO2,BL1)

18. Define Outstanding Expenses.( CO3,BL1)

19. Define Company info.(CO4,BL1)

20. List out the Vouchers in Tally ERP 9.(CO4,BL1)

21. Discuss the Accounting cycle?(CO5,BL2)

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
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**(W.e.f. 2024-25 Admitted Batch)**  
**II BBA H (Event Management)– Semester – II**  
**Customer Relationship Management**

**Syllabus**

Hours: 04

Credits: 04

Course Outcomes: After completing the student will be able to

**CO1:** Understand the core concepts of CRM and its relevance to event management.

**CO2:** Analyse customer behaviour and preferences using CRM data.

**CO3:** Apply CRM tools for sales, marketing, and customer service in event planning.

**CO4:** Develop and implement a CRM strategy for an event management company.

**CO5:** Evaluate the effectiveness of CRM initiatives in improving event outcomes.

**Unit 1: Introduction to CRM:**

Definition: CRM, its components, and its importance in event management. **CRM in Event Management:** Explore how CRM systems can be used to manage event attendees, sponsors, and other stakeholders.

**Unit 2: CRM Processes and Customer Data Management:**

Understand the CRM cycle, including planning, execution, and evaluation of CRM strategies in event management. Collect, organize, and analyse customer data to understand preferences and behaviours.

**Unit 3: Customer Service and Support Sales force Automation:**

CRM tools and techniques for customer service - managing leads, sales processes, and customer interactions. **Measuring CRM Effectiveness:** Track and evaluate the success of CRM initiatives in event management

**Unit 4: CRM Strategy and Technology: CRM Strategy development and Implementation for an event management company - CRM in the Tourism Sector:**

**Specific** application of CRM in the tourism industry, including event-related tourism-**CRM software** options and their features relevant to event management.

**Unit 5: Relationship Marketing and CRM in Practice:** Relationship Marketing vs. Transactional Marketing - Building Brand Loyalty through Events - Emotional Engagement & Experiential CRM - Feedback Loops and Continuous Improvement.

### Activities:

- Training of students by a related field expert.
- Assignments including technical assignments like ERP – SAP CRM.
- Seminars, Conferences, Discussions by inviting concerned institutions
- Field Visit to nearby firms to study the CRM.
- Invited lectures and presentations on related topics, each student has to visit at least one firm dealt with CRM and present a report.
- Show how to integrate the internet customer self-service for B2B and B2C channels.
- Show how to run CRM analytics through embedded competitors' analysis in opportunity management.
- Quiz and Class seminars
- Case studies
- Group discussions
- Debates

### Reference Books:

1. CRM at the speed of light by Paul Greenberg, YMH 2nd edition.
2. Customer Relationship Management by V Kumar, Werner J Reinartz, WILRY India edition.
3. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM.
4. Customer Relationship Management: Concepts & Application ,Alok Kumar, Chabbi Sinha & Rakesh Kumar, Biztantra, Delhi, 2007

### BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	1	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	2	1	2
5	UNIT- V	1	1	2

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A+” Grade)**  
**(W.e.f. 2024-25 Admitted Batch)**  
**II BBA H (Event Management) SEMESTER-II**  
**Customer Relationship Management**

**Time: 2 ½ Hours**

**Max Marks: 50**

**SECTION - A**

**(5×7=35 Marks)**

**Answer any FIVE of the following.**

1. Define CRM and Explain the components of CRM.(BL2,CO1)  
OR
2. Explain the importance of CRM. (BL2,CO1)
3. Explain the CRM Cycle.(BL2,CO2)  
OR
4. Discuss the CRM Strategies in Event Management. (BL2,CO2)
5. Explain the CRM tools and Techniques of Customer service. (BL2,CO3)  
OR
6. Explain the track evaluate the success of CRM initiatives in event management .(BL2,CO3)
7. Explain the Application of CRM.(BL2,CO4)  
OR
8. Explain the CRM strategy and Technology. (BL2,CO4)
9. Compare between Relationships Marketing VS. Transactional Marketing (BL4,CO5)  
OR
10. Explain the Building Brand loyalty through events. (BL2,CO5)

**Answer any FIVE of the following.**

**(5×3=15 M)**

11. CRM in Event Management (BL6,CO1)
12. Construct CRM cycle (BL6,CO2)
13. Define CRM Tools (BL1,CO3)
14. State the Customer Interaction (BL1,CO4)
15. Define Transactional Marketing (BL1,CO5)

**Answer all the questions.**

**6×1=06 M**

16. Define Event Attendees(BL1,CO1)
17. Define Customer Data Management (BL1,CO2)
18. List out the CRM tools (BL1,CO3)
19. Define CRM software (BL1,CO4)
20. Present the CRM in Tourism (BL1,CO5)
21. Define Relationship Marketing (BL1,CO5)

# SEMESTER – III

**Government College (A) Rajahmundry**  
**(Re-Accredited by NAAC-A**  
**II BBA H (EVENT MANAGEMENT)**  
**Event Safety and Risk Management-SEM-III**  
**Syllabus**

**Hours: 04**

**Credits: 04**

Course outcomes for Event Safety and Risk Management

CO1: TO know legal and regulatory requirements to execute events.

CO2: To evaluate and identify prioritising risks

CO3: To equip the students with risk mitigation strategies to control risks.

CO4: TO gain the skill in implementing safety and monitoring events

CO5: To develop knowledge about legal regulations

**Unit 1: Introduction to Event Safety and Risk Management**

Definition and Importance of Event Safety - Ethical and legal obligations of event organizers - Overview of Event Risk Management - Key Stakeholders in Event Safety - Understanding the interconnectedness of safety, risk management, and overall event success

**Unit 2: Risk Assessment and Analysis**

Identifying Event Hazards- Evaluating and Prioritizing Risks - Specific Event Risk Categories-Crowd management and control - Security threats (Security threats, Fire hazards-Food safety and hygiene standards) - Behavioural risks-Staff and volunteer safety.

**Unit 3: Event Risk Mitigation and Control**

Developing Risk Mitigation Strategies - Creating a Comprehensive Risk Management Plan - Contingency Planning and Emergency Response - Utilizing Emergency Operation Centres (EOCs) for centralized coordination - Establishing clear communication channels and protocols.

**Unit 4: Implementation and Monitoring**

Training and Staffing for Safety - Developing and delivering effective safety training for event staff and volunteers - Event Site Management and Security - - Implementing security measures (access control, bag checks, surveillance) - Real-time Monitoring and Communication -Managing media relations and crisis communication during incidents

**.Unit 5: Post-Event Evaluation and Legal Aspects**

Post-Event Assessment and Reporting - Conducting incident reviews and debriefings. Legal and Regulatory Compliance -Understanding relevant health and safety regulations, licensing, and permits insurance coverage- Integrating safety as a core value in event planning and execution- risk management strategies.

Blue print	unit I	unit 2	unit 3	unit 4	unit 5
Essay	2	2	2	2	2
Short	1	1	1	1	1
Very shorts	2	1	1	1	1

**Suggested Books:**

The Event Safety Guide:

A Guide to Health, Safety and Welfare at Live Entertainment Events in the United States by Event Safety Alliance: This book provides safety guidance for the live event industry in the US. It's written in clear language and covers topics like emergency planning, weather preparedness, and specific technical issues.

- **Event Risk Management & Safety** by Peter E. Tarlow: This offers practical strategies for managing risk at events of all sizes, covering topics from crowd control to emergency services.
- **Risk Management for Meetings and Events** by Julia Rutherford Silvers: A comprehensive and practical guide emphasizing identifying, assessing, and mitigating risks.

**Activities:** 1. Discussion safety

2. Field visit to event organising industries.
3. Group discussion on risk control
4. Reporting on security measures
5. Write a note on post event analysis of selected event,

**Co-curricular Activities** 1. Consultation with any event organisers to know risks in events.

2.To collect the information about the safety measures in events.

3. Know the strategies to follow in events.

4.To equip the knowledge to manage media.

5. To know how to evaluate post event analysis.

**Government College (A) Rajahmundry**  
**(Re-Accredited by NAAC-A)**  
**II BBA H (EVENT MANAGEMNET)**  
**Event Safety and Risk Management-SEM-III**  
**Model question paper**

**Time: 2 ½ hours**

**Max. Marks 50**

**SECTION A**

Answer all questions

5 x 7 = 35

1. Write about Ethical and legal obligations of event organisers (BT 6)  
Or
2. Explain the Overview of Event Risk Management.(BT1)
3. Define the steps involved in crowd management.(BT 1)  
Or
4. Analyse and explain some security threats in event safety (BT 4)
5. Create a comprehensive risk management plan. (BT 6)  
Or
6. Define Utilizing Emergency Operation Centres for centralized coordination (BT 1)
7. Analyse the process of Developing and delivering safety training for event staff and Volunteers.  
(BT 4)  
Or
8. Design the plan of Managing media relations and crisis communication during Incidents (BT 6)
9. Evaluate Post-Event Assessment and Reporting (BT 5)  
Or
10. Define risk management strategies. (BT 1)

**SECTION B**

Answer any Three of the following questions:

3 x 3= 09 M

11. Importance of event safety (BT 1)
12. Crowd management( BT 1)
13. Behavioural risk (BT 2)
14. Site management security (BT 1)
15. Post event assessment (BT 3)

**SECTION C**

**Answer all the questions.**

**6×1=06 M**

16. Event Safety (BL1)
17. Event Hazards
18. Event Risk Mitigation
19. Real Time Monitoring
20. Risk Management
21. Key Stakeholders in Event Safety

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with "A+" Grade)**  
**(W.e.f. 2023-24 Admitted Batch)**  
**II BBA H (Event Management) SEMESTER-III**  
**COURSE TITLE: EVENT PRODUCTION PROCESS**

**Course Outcomes:**

To impart knowledge and practical skills in planning, organizing, executing, and evaluating events. Emphasis is given to technical, creative, and managerial aspects of event production.

CO1: Understand the scope, elements, and stakeholders of event production

CO2: Develop event concepts, prepare budgets, plan logistics, and assess risks

CO3: Execute event operations by managing stage design, technical setups, performers, and safety measures through effective coordination

CO4: Evaluate event performance through feedback, ROI measurement, and documentation

CO5: analyse and apply emerging technologies, sustainable practices, and industry trends

**UNIT 1: Introduction to Event Production**

Definition and Scope of Event Production, Types of Events: Corporate, Social, Cultural, Sports, Entertainment - Role of Event Producer Elements of Event Production - Event Life Cycle: Pre-production, Production, Post-production - Key Stakeholders in Event Management

**UNIT 2: Pre-Production Planning**

Event Ideation and Concept Development, Budgeting and Financial Planning Venue Selection and Site Inspection- Event Timeline and Scheduling, Permissions- Licenses, and Legal Aspects -Team Formation and Vendor Management Risk Assessment and Contingency Planning.

**UNIT 3: Production and On-site Execution**

Stage Design and Layout Planning, Sound, Lighting, and Audio-Visual Setup - Event Flow Management and Cue Sheets-Artist and Guest Management Technical Rehearsals Safety-Security and Crowd Control Coordination with Vendors and Crews.

**UNIT 4: Post-Production and Evaluation**

Dismantling and Wrap-up Operations- Feedback Collection from Stakeholders- Performance Measurement and ROI- Report Writing and Documentation- Post-event Publicity and Media Coverage- Learning's and Future Recommendations.

**UNIT 5: Technology and Trends in Event Production**

Use of Technology in Events (AR/VR, LED, Projection Mapping)- Event Management Software and Tools- Hybrid and Virtual Events- Sustainable Event Practices (Green Events)

Case Studies of Successful Events- Future Trends in Event Production.

**Suggested Activities:**

Organize a mock event - Prepare a production plan for a real or hypothetical event - Visit a live event setup - Work on a case study analysis

**Recommended Readings:**

"Event Management & Planning" by Lynn Van Der Wagen

"The Event Marketing Handbook" by Allison Saget

Industry whitepapers and blogs (e.g., Eventbrite, Cvent)

<b>BLUE PRINT</b>				
UNIT	Name of the Topic	Theory		
		Essay 7 M	Short 3 M	V.S 1 M
I	Introduction to Event Production	2	1	1
II	Pre-Production Planning	2	1	1
III	Production and On-site Execution	2	1	1
IV	Post-Production and Evaluation	2	1	1
V	Technology and Trends in Event Production	2	1	2

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**II BBA H (Event Management) SEMESTER-III**  
**COURSE TITLE: EVENT PRODUCTION PLANNING**  
**MODEL PAPER**

**Time: 2 ½ Hours**

**SECTION - A**

**Max Marks: 50**  
**(3×3=09 Marks)**

**Answer any THREE of the following.**

1. What is the main difference between a corporate event and a cultural event? (BL1,CO1)
2. What is "risk assessment"? (BL1,CO2)
3. What does "AV" stand for in the context of event production? (BL1,CO3)
4. Why is it important to collect feedback from stakeholders? (BL1,CO4)
5. Define a "hybrid event."(BL1,CO5)

**SECTION-B**

**Answer All the questions.**

**6×1=6 M**

6. What is "event ideation"? (BL1,CO2)
7. What is the main purpose of a "cue sheet"? (BL1,CO3)
8. List of Elements of Events (BL1,CO1)
9. ROI (BL1,CO4)
10. Virtual Events (BL1,CO5)
11. Hybrid Events (BL1,CO5)

**SECTION -B**

**(5×7 = 35Marks)**

**Answer ALL questions**

9. Definition of Event Production and discuss its scope and characteristics.(BL2,CO1)  
Or
10. Describe the three main stages of the event life cycle. (BL2,CO2)
11. Discuss the critical components of the pre-production planning phase.(BL2,CO2)  
Or
12. Explain the importance of budgeting and describe the key steps in creating a budget. (BL2,CO2)
13. Discuss the critical technical elements of on-site event execution. (BL2,CO3)  
Or
14. Discuss the comprehensive measures required for ensuring safety, security, and crowd control at a live event. (BL2,CO3)
15. Describe the complete post-production and evaluation process for a major event. (BL2,CO4)  
Or
16. Discuss the critical importance of performance measurement in event management. (BL2,CO4)
17. Discuss the impact of emerging technologies like Augmented Reality (AR), Virtual Reality (VR), and Projection Mapping on the event industry. (BL2,CO5)  
Or
18. Define "Sustainable Event Practices" (Green Events). Outline a comprehensive strategy for producing a green event. (BL2,CO5)

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**II BBA H (Event Management) SEMESTER-IV**  
**DIGITAL MARKETING FOR EVENT MANAGEMENT**

**Hours: 04**

**Credits: 04**

**COURSE OUTCOMES:**

CO1: Identify target audiences and design a digital marketing strategy that aligns event brand positioning with the customer journey.

CO2: a platform-specific content and community plan that drives awareness, engagement and ticket conversion for an event.

CO3: Design and justify a paid media plan and SEO approach that maximizes event visibility within a defined budget.

CO4: Build an integrated email/CRM automation workflow that converts registrations and nurtures attendees pre- and post-event.

CO5: Define KPIs, set up tracking, interpret results and recommend optimizations to improve event ROI and sponsor value.

**Unit I — Foundations of Digital Marketing for Events**

Role of digital marketing in event lifecycle (pre-event, during, post-event, Customer journey & event buyer personas, Branding, positioning and value proposition for events, Digital channels overview: websites, email, social media, search, display, affiliates, influencers.

**Unit II — Content, Social Media & Community Management**

Content strategy for events (content pillars, editorial calendar, UGC), Platform strategies: Facebook/Meta, Instagram, X (Twitter), LinkedIn, TikTok, YouTube, Community building, moderation, and live engagement (threads, live streams, stories) , Influencer & ambassador programs for events.

**Unit III — Paid Media, SEO & SEM for Events**

Fundamentals of paid advertising: objectives, bidding, creative, audience targeting, Search Engine Marketing (Google Ads): search, display, remarketing, Search Engine Optimization for event pages (on-page, technical, local SEO), Budget allocation across channels, ROAS and CPA concepts.

**Unit IV — Email, CRM, Automation & Ticketing Integrations**

Email marketing best practices for events (segmentation, flows, lifecycle emails), CRM use-cases: lead capture, nurture, VIP management, Marketing automation and workflows (reminders, upsell, and re-engagement), Integrating ticketing platforms, registration funnels, and payment gateways with marketing stacks.

**Unit V — Analytics, Measurement, Monetization & Emerging Trends**

Metrics and KPIs for events (awareness, acquisition, conversion, retention, LTV), Web & social analytics (Google Analytics 4, platform insights), conversion tracking, UTM strategy

A/B testing and campaign optimization, Monetization strategies: sponsorship activation, affiliate sales, hybrid/hybrid monetization models, emerging trends: AR/VR for events, AI content generation, privacy & cookie less implications

**Reference Books:**

- Philip Kotler, Gary Armstrong — Marketing: An Introduction (useful for branding, positioning, buyer personas) — any recent edition.
- Tuten, Tracey & Solomon, Michael R. — Social Media Marketing (textbook covering platforms and strategy).
- Chad S. White — Email Marketing Rules (practical, tactical book for lifecycle/email best practices).
- Avinash Kaushik — Web Analytics 2.0 (measurement frameworks and actionable analytics).

**CO-CURRICULAR ACTIVITIES:**

- Activities: Persona workshop, channel-mapping exercise
- Activities: Create a 4-week editorial calendar + 3 sample posts per platform
- Activities: Create sample ad creative, keyword list, and campaign budget split
- Activities: Map a registration-to-attendance automation flow; write sample emails for each stage
- Activities: Analytics dashboard mock-up, A/B test plan, sponsor reporting template

<b>BLUE PRINT</b>				
<b>S.No</b>	<b>UNIT</b>	<b>Theory</b>		<b>V.S 1 M</b>
		<b>Essay 7 M</b>	<b>Short 3 M</b>	
<b>1</b>	<b>UNIT I</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>2</b>	<b>UNIT II</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>UNIT III</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>4</b>	<b>UNIT IV</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>5</b>	<b>UNIT V</b>	<b>2</b>	<b>1</b>	<b>1</b>

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
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**(W.e.f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management) – Semester – IV**  
**DIGITAL MARKETING FOR EVENT MANAGEMENT**  
**Model Paper**

**Answer all the Questions.**

**5×7=35 M**

1. Evaluate the effectiveness of various digital channels (websites, social media, email, influencers) for event promotion. (CO1,BL5)
- OR
2. Explain the role of digital marketing in different stages of the event lifecycle – pre-event, during event, and post-event.(CO1,BL2)
  3. Explain the elements of a content strategy for event marketing.(CO2,BL2)
- OR
4. Design a community engagement plan using live streams, stories, and UGC (User-Generated Content). (CO2,BL6)
  5. Explain the objectives and components of paid advertising for events.(CO3,BL2)
- OR
6. Compare SEO and SEM strategies for improving an event website’s visibility.(CO3,BL4)
  7. Explain the role of email marketing across the event lifecycle.(CO4,BL2)
- OR
8. Explain the Payment Gateways with marketing stacks.(CO4,BL2)
  9. Discuss the process of A/B testing and its role in campaign optimization.(CO5,BL2)
- OR
10. Explain the key metrics and KPIs used to evaluate digital event campaigns. (CO5,BL2)

**Answer any THREE of the following.**

**3×3=09 M**

11. Define digital marketing in the context of events. (CO1,BL1)
12. Define content pillars in digital marketing.(CO2,BL1)
13. Differentiate between search ads **and** display ads. (CO3,BL4)
14. Give two examples of lifecycle emails used for events. (CO5,BL1)
15. Define conversion tracking.(CO5,BL1)

**Answer any THREE of the following.**

**6×1=06 M**

16. Give two examples of digital channels used in event marketing. (CO1,BL1)
17. Define ROAS and CPA. (CO2,BL1)
18. Define CRM. (CO4,BL1)
19. Define Email (CO4,BL1)
20. Define SEO (CO3,BL1)
21. List out the tools for Google Analytics (CO5,BL1)

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**  
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**II BBA H (Event Management) SEMESTER-III**  
**Business Communication Skills**

**Hours: 04**

**Credits: 04**

**Course Outcomes:**

- CO1:** Students will be able to explain the significance and scope of communication  
**CO2:** Students will be able to distinguish between verbal (oral and written) and nonverbal communication.  
**CO3:** Students will be able to explain the importance of interpersonal communication  
**CO4:** Students will be able to recognize and overcome technological and socio-psychological barriers to Communication.  
**CO5:** Students will be able to write effective formal reports and business letters

**UNIT-I**

Concept of Communication – Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication – Formal, Informal Communication – Upward, Downward, Horizontal Communication

**UNIT-II**

Types of communication: Verbal – Oral Communication: Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations Nonverbal Communication: Sign language –Body language –Kinesics –Proxemics –Time language and Haptics: Touch language.

**UNIT-III**

Introduction to Interpersonal Communication – Models of Interpersonal Communication – Importance of Interpersonal Communication – Communication Styles. Listening – Meaning and Types.

**UNIT-IV**

Barriers of Communication: Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers.

**UNIT-V**

Report writing–Formal reports–Writing effective letters–Different types of business letters - Interview techniques – Communication etiquettes

**References:**

- Business Communication, Shalini Varma, Vikas.
- Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
- English for Business Communication, Dr.T.M Farhatulla, PrismbooksPvt. Ltd.
- Business Communications, Hudson, Jaico Publications

<b>BLUE PRINT</b>				
UNIT	Name of the Topic	Theory		V.S 1 M
		Essay 7 M	Short 3 M	
I	UNIT-I	2	2	1
II	UNIT-II	2	2	1
III	UNIT-III	2	2	1
IV	UNIT-IV	2	1	1
V	UNIT-V	2	1	2

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**II BBA H (Event Management) SEMESTER-III**  
**Business Communication Skills**

**Time: 2 ½ Hours**

**Max Marks: 50**  
**(3×3=09 Marks)**

**SECTION - A**

**Answer any THREE of the following.**

1. Design the Communication Process (BL6,CO1)
2. Define Written Communication (BL1,CO2)
3. Write about the Formal Communication (BL6,CO3)
4. Write about Interpersonal Communication (BL6,CO4)
5. Define Technological Barriers (BL1,CO5)

**SECTION - B**

**(6×1=06 Marks)**

**Answer any FIVE of the following.**

6. Define Communication (BL1,CO1)
7. Define Listening (BL1,CO3)
8. Define Formal Reports (BL1,CO5)
9. Define Oral Communication (BL1,CO2)
10. List out the barriers of Communication (BL1,CO4)
11. Business Letters (BL1,CO5)

**SECTION - C**

**(5×7=35 Marks)**

**Answer any FIVE of the following.**

12. Explain the Elements of Communication (BL2,CO1)

OR

13. Summarize the Essentials of Good Communication (BL2,CO1)

14. Describe the Different types of Communication.(BL2,CO2)

OR

15. Discuss the Advantages and Limitations of Oral Communication. (BL2,CO2)

16. Describe the Models of Interpersonal Communication. (BL2,CO3)

OR

17. Explain the Communication Styles.(BL2,CO3)

18. Explain the barriers of Business Communication.(BL2,CO4)

OR

19. Explain the how to overcoming the barriers. (BL2,CO4)

20. Explain the different types of Business Letters. (BL2,CO5)

OR

21. Design Report writing. (BL6,CO5)

# SEMESTER – IV

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A+” Grade)**  
**II BBA H (Event Management) SEMESTER-IV**  
**EVENT COST ACCOUNTING**

**Hours: 05**

**Credits: 04**

**COURSE OUTCOMES**

- CO1: Understand the objectives, scope, and elements of event cost accounting
- CO2: Apply break-even point analysis and volume-profit analysis to event management
- CO3: Understand the concept of budgeting as a control system in event management.
- CO4: Learn to make and monitor a budget for an event
- CO5: Understand the various income categories and expenses associated with event management

**UNIT - I :** Introduction to Event Cost Accounting, Objectives and scope of Event Cost Accounting, Event Cost centers and Cost units, Event Cost classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, Making of a Cost Statement and Profit Calculations.

**UNIT – II:** Event Costing - Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point, B.E.P. Analysis for Events, B.E.P. Analysis As Applied To Event Management And Tactical Decisions.

**UNIT-III:** Concept of the budget as a control system and the use of responsibility accounting in Event Management. Essentials of Budgeting for Event Management, Types of Budgets in Event Management. Sponsorship and Budgeting of Events.

**UNIT – IV:** Budget and Events - Introduction, Making the Budget, do's, don'ts, Contingency, Monitoring The budget, Budget Review, Budget Control & Variance.

**UNIT –V:** Income Categories for an Event, Expenses, Venue, Outdoor Venues, Indoor venues, Budget for Sets, Security, Sound & Lights, Generators, walkie talkie, Pyros, Advertising PR, Print, Hoardings, Buses, Public Relations, Performers, Use Of Cost Centers In Event Management, Event Management Fees, Percentage of the total event cost, flat fees, package price.

Suggested Readings:

- Advanced Accountancy - R.L.Gupta and Radhaswamy
- Management Accounting - Brown and Howard
- Management Accounting - Khan and Jain
- Management Accounting - S.N.Maheswari.

**Co-Curricular Activity:**

- Prepare a cost statement for a hypothetical event, calculating material cost, employee cost, direct expenses, and overheads.
- Conduct a break-even analysis for a real-world event, identifying fixed and variable costs, and calculating the break-even point. –
- Prepare a comprehensive budget plan for a hypothetical event, including sponsorship and budgeting considerations.
- Create a budget plan for a real-world event, identifying potential risks and developing strategies for budget control.
- Prepare a detailed budget breakdown for a hypothetical event, calculating income and expenses, and determining event management fees.

<b>BLUE PRINT</b>				
<b>S.No</b>	<b>UNIT</b>	<b>Theory</b>		<b>V.S 1M</b>
		<b>Essay 7 M</b>	<b>Short 3 M</b>	
<b>1</b>	<b>UNIT I</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>2</b>	<b>UNIT II</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>UNIT III</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>4</b>	<b>UNIT IV</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>5</b>	<b>UNIT V</b>	<b>2</b>	<b>1</b>	<b>2</b>

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**I BBA H (Event Management)– Semester – IV**  
**Event Cost Accounting**  
**Model Paper**

Answer all the Questions.

5×7=35 M

1. Explain the objectives and scope of event cost accounting in modern event management. (CO1,BL2)  
OR
2. An event manager wants to evaluate the cost performance of two product launches (Event A and Event B).

**Particulars Event A (₹) Event B (₹)**

Material	60,000	55,000
Labour	40,000	42,000
Overheads	25,000	20,000
Revenue	1,50,000	1,30,000

Calculate the profit for each event, **compare results, and** suggest which event was more cost-effective. (CO,BL4)

3. Explain the difference between fixed cost and variable cost with event-based examples. (CO2,BL2)  
OR
4. Calculate P/V Ratio,  
Break-Even Point (BEP),  
Margin of Safety.  
The below particulars are given:  
Fixed cost ₹1, 00,000;  
Variable cost per attendee ₹500;  
Selling price per attendee ₹1,000. (CO2, BL2)
5. Define budget and explain its importance as a control system in events.(CO3,BL1&2)  
OR
6. Prepare a simple event budget showing revenue and expenditure heads.(CO3,BL4)
7. Explain the steps involved in making an event budget.(CO4,BL2)  
OR
8. The following data relates to a music festival event organized by ABC Events:

<b>Particulars</b>	<b>Budgeted (₹)</b>	<b>Actual (₹)</b>
Venue & Setup	1,00,000	1,10,000
Promotion	50,000	45,000
Security	25,000	30,000
Artists & Performers	80,000	90,000
Miscellaneous	20,000	15,000

**Tasks:**

- Prepare a **Budget Variance Statement**.
- Identify **favorable (F)** and **unfavorable (U)** variances.
- Suggest **two possible reasons** for the unfavorable variances.(CO4,BL2)

9. Explain the main income and expense categories in event budgeting.(CO5,BL2)

OR

10. Calculate Total Event Cost. (CO5,BL4)

Venue ₹40,000;

Security ₹10,000;

Sound ₹15,000;

Lights ₹12,000;

Performers ₹20,000;

Misc ₹3,000.

Add 15% event management fee.

**Answer any THREE of the following.**

**3×3=09 M**

11. Compute total cost: Material ₹10,000; Labour ₹5,000; Overheads ₹2,000. (CO1,BL2)

12. List two types of budgets used in event management. (CO2,BL1)

13. Define is responsibility accounting. (CO3,BL1)

14. Define budget control. (CO4,BL1)

15. If budgeted profit = ₹50,000 and actual profit = ₹60,000, find the profit variance. (CO5,BL1)

**Answer all the questions**

**6×1=6 M**

16. Define Event Cost Accounting. (CO1,BL1)

17. Mention two income categories for an event. (CO5,BL1)

18. Define Break-Even Point.(CO2,BL1)

19. Budget Review (BL1,CO4)

20. Sponsorships (BL1,CO3)

21. Cost Centres (BL1,CO5)

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**  
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**II BBA H (Event Management) SEMESTER-IV**  
**PUBLIC RELATIONS**

**Hours: 04**

**Credits: 04**

Course Outcomes:

CO 1: The student will be able to develop and demonstrate strategic plans relating to Public Relations

CO 2: Plan and execute ethically sound and socially responsible advertising strategies and public relations campaign

CO 3: The student will learn the role of PR in various sectors, along with the ethical practices in the field.

CO 4: The student will learn the difference between advertising and public relations. CO 5: The student will be able to develop their skills of crisis management. It will also learn the role of electronic and social media.

**UNIT-I:** Public Relations-Meaning, Definition and Objectives. Importance and functions of Public Relations, Process of Public Relations, Principles of Public Relations. Relationship between Public Relations and Advertising. Difference between advertising and public relations.

**UNIT-II :** Types of PR: Internal/externals, Publics of PR. Qualities and skills required for PR, Responsibilities of PR Professionals. Employing PR effectively to create goodwill and convey a positive brand image.

**UNIT-III:** Role of Public Relations in Government, educational institutions, hospital, defense, corporate, political parties, etc.

**UNIT-IV :** Role of PR in crisis management. Developing skills of handling situation in crisis Employ PR for event management. Writing Press release Media Relation as PR Function

**UNIT-IV:** Essentials of Public Relations, organizing press conference, Press Tours, writing rejoinders, backgrounders, features. Ethical issues in PR: Apex bodies in PR. Role of electronic and social media in Public Relation.

**Reference Books:**

1. Jethwaney, Jaishri N. and Sarkar, Narendra Nath (2015). Public Relations, New Delhi: Sterling Publishers Private Limited.
2. Butterworth, Jefkins Frank, Public Relation Techniques, Heinmann Ltd.
3. Heat Robert L, Handbook of Public Relations, Sage Publications,
4. Kaul J. M. and Nova Prakash, Public Relation in India, Calcutta

**Co-Curricular Activities:**

- Conduct a mock PR campaign for a hypothetical company, identifying objectives, target audience, and key messages.
- Develop a PR plan for a real-world organization, identifying internal and external publics and required PR skills.
- Research and present case studies of successful PR campaigns in different sectors (government, education, healthcare, corporate, etc.).
- Develop a crisis management plan for a hypothetical organization, including strategies for handling situations and communicating with stakeholders.
- Write a press release and develop a media relations plan for a real-world event or organization.

<b>BLUE PRINT</b>				
<b>S.No</b>	<b>UNIT</b>	<b>Theory</b>		<b>V.S 1 M</b>
		<b>Essay 7 M</b>	<b>Short 3 M</b>	
<b>1</b>	<b>UNIT I</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>2</b>	<b>UNIT II</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>UNIT III</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>4</b>	<b>UNIT IV</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>5</b>	<b>UNIT V</b>	<b>2</b>	<b>1</b>	<b>2</b>

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**I BBA H (Event Management) – Semester – IV**  
**Public Relations**

**Model Paper**

**Answer all the Questions.**

**5×7=35 M**

1. Discuss the importance and functions of Public Relations in modern organizations. (CO1,BL2)  
OR
2. Describe the process of Public Relations with suitable examples.(CO1,BL2)
3. Explain the different types of Public Relation.(CO2,BL2)  
OR
4. Discuss the qualities and skills required for a successful PR professional. (CO2,BL2)
5. Explain the role of PR in government organizations.(CO3,BL2)  
OR
6. Discuss how PR functions in educational institutions and hospitals. (CO3,BL4)
7. Analyse the steps in writing a press release and its importance in PR.(CO4,BL4)  
OR
8. Discuss how media relations contribute to effective PR functioning.(CO4,BL2)
9. Explain the essentials of public relations.(CO5,BL2)  
OR
10. Discuss the steps involved in organizing a press conference. (CO5,BL2)

**Answer any THREE of the following.**

**3×3=09 M**

11. State any two objectives of PR. (CO1,BL1)
12. Name two sectors where PR is essential. (CO2,BL1)
13. Mention one function of PR in corporate companies. (CO3,BL4)
14. Define media relations in PR. (CO4,BL1)
15. Define rejoinder in PR.(CO5,BL1)

**Answer any THREE of the following.**

**6×1=06 M**

16. Define Public Relations. (CO1,BL1)
17. Define “Publics” in PR.(CO2,BL1)
18. What is a press release? (CO5,BL1)
19. PR in Education institutions (CO4,BL1)
20. Press Tours (BL1,CO5)
21. Crisis Management (BL1,CO3)

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**  
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**II BBA H (Event Management) SEMESTER-IV**  
**HUMAN RESOURCE MANAGEMENT IN EVENTS**

**Hours: 04**

**Credits: 04**

**COURSE OUTCOMES:**

- CO1: To develop basic understanding of Human Resource Management concepts and principles  
 CO2: To familiarize students to the unique application of HR principles in the context of a highly complex event environment  
 CO3: To understand the processes of managing a sizable & varied workforce in various types of events  
 CO4: To acquaint students with HRM in context of international environment and ethical issues in HRM

**Unit 1:** Introduction to human resources management in events: Significance, process, Key HR issues in an event organization, Human resources planning in context of event, Event Project Planning, Contractor management, Job analysis in event operations, HRM in the context of both mega events and smaller scale events

**Unit II:** Source of recruitment and selection in events, skills testing and selection of people for specific event. Job crafting and Job sculpting.

**Unit-III:** Preparing human resources for event: Introduction to event management team and company, Workforce Training and Development training – training needs identification, training methods, Career Management and Talent Management

**Unit IV:** Workforce policies and procedures, Compensation Management Job Evaluation –Meaning , Significance and Methods of Evaluation, Appraising and Managing Performance -Meaning, importance and methods of Performance Appraisal

**Unit V:** Employee Morale – Employee Motivation and retention, Employee stability and turnover issues, Stress Management and Quality of Work Life. International HRM, Ethical Issues in HRM.

**Reference Books:**

- Wagen, Lynn Van and White, lauren . Human Resource Management for Event Industry, Taylor and Francis
- Aswathappa, K , Human Resource Management, Mc Graw Hill Education
- Matoria and Rao, Personnel Management (Text and Cases) Himalya Publications
- Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.

**CO-CURRICULAR ACTIVITIES:**

- Conduct a case study of HR planning for a mega event, identifying key HR issues and strategies for contractor management.
- Develop a recruitment plan for a specific event, including skills testing and selection criteria.
- Design a training program for event staff, identifying training needs and methods.
- Conduct a job evaluation exercise for event staff, using different methods of evaluation.

<b><u>BLUE PRINT</u></b>				
<b>S.No</b>	<b>UNIT</b>	<b>Theory</b>		
		<b>Essay 7 M</b>	<b>Short 3 M</b>	<b>V.S 1 M</b>
<b>1</b>	<b>UNIT I</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>2</b>	<b>UNIT II</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>UNIT III</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>4</b>	<b>UNIT IV</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>5</b>	<b>UNIT V</b>	<b>2</b>	<b>1</b>	<b>2</b>

**GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A+” Grade)**  
**(W.e.f. 2025-26 Admitted Batch)**  
**I BBA H (Event Management) – Semester – IV**  
**HUMAN RESOURCE MANAGEMENT IN EVENTS**  
**Model Paper**  
**SECTION –A**

**Answer all the Questions.**

**5×7=35 M**

1. Explain the significance of Human Resource Management in event organizations. (CO1,BL2)  
OR
2. Explain the steps in Human Resource Planning for a large conference event.(CO1,BL2)
3. Explain the sources of recruitment available for event organizations.(CO2,BL2)  
OR
4. Describe the **selection process** for hiring event staff for a large festival. (CO2,BL2)
5. Discuss the importance of training and development in event management.(CO3,BL2)  
OR
6. Explain the steps involved in identifying training needs for event staff.(CO3,BL2)
7. Compare the different performance appraisal methods used in event organizations.(CO4,BL)  
OR
8. Explain the importance of workforce policies and procedures in event management.(CO4,BL2)
9. Describe the methods of motivating and retaining employees in event organizations.(CO5,BL2)  
OR
10. Explain the concept of employee morale and its influence on event success. (CO5,BL2)

**SECTION-B**

**Answer any THREE of the following.**

**3×3=09 M**

11. State any two key HR issues faced during event management. (CO1,BL1)
12. State any two training methods used in event management. (CO2,BL1)
13. Differentiate between career management and talent management. (CO3,BL4)
14. List any two methods of performance appraisal. (CO4,BL1)
15. Mention any two key elements of compensation management. (CO5,BL1)

**SECTION-C**

**Answer all the questions.**

**6×1=06 M**

16. Define Human Resource Management. (CO1,BL1)
17. Define recruitment.(CO2,BL1)
18. Define employee morale.(CO5,BL1)
19. Job Evaluation (BL1,CO4)
20. Talent Management (BL1,CO3)
21. Internal HRM (BL1,CO5)

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A+” Grade)**  
**II BBA H (Event Management) SEMESTER-IV**  
**Legal Aspects of Event Management**

**Hours: 04**

**Credits: 04**

**Course Objectives**

- To understand the legal framework applicable to event management.
- To develop knowledge of contracts, licenses, and permissions essential for event operations.
- To examine intellectual property rights and safety laws in event contexts.
- To apply ethical and legal standards to event planning and execution.
- To evaluate case studies related to legal disputes in events.

**Course Outcomes (COs)**

After completing this course, students will be able to:

- CO1: Identify key legal principles governing events.
- CO2: Interpret the implications of contracts and agreements.
- CO3: Apply licensing and permit procedures in practical event contexts.
- CO4: Analyse legal and ethical issues in event operations.
- CO5: Evaluate risk management and compliance strategies.

**UNIT I: Introduction to Legal Framework and Event Industry**

Meaning and importance of legal compliance in events, Overview of Indian legal system and business laws relevant to events, Regulatory bodies and government departments involved, Laws related to event venues, public gatherings, and entertainment, Ethical issues and professional conduct in event management.

**UNIT II: Contracts and Agreements in Event Management**

Nature and essentials of a valid contract, Types of contracts in event management: artist, venue, catering, sponsorship, vendor, Breach of contract and remedies, Memorandum of Understanding (MoU) and Indemnity agreements.

**UNIT III: Licenses, Permissions, and Insurance**

Types of licenses: Entertainment license, Liquor license, PPL, IPRS, etc., Permissions from local authorities, police, fire, and municipal bodies, Insurance in event management: public liability, property, cancellation, Environmental and noise regulations for events.

**UNIT IV: Intellectual Property Rights and Media Laws**

Copyright, Trademark, and Patent relevance in events, Protection of event themes, logos, and creative materials, Music, broadcasting, and digital content rights, Defamation, privacy, and media coverage issues.

**UNIT V: Health, Safety, and Risk Management Laws**

Occupational Safety and Health (OSH) regulations, Crowd control, fire safety, and emergency management, Labor laws and employee welfare during events, Disaster management and contingency planning, Legal implications of negligence and safety lapses

**REFERENCE BOOKS**

1. **Avtar Singh.** *Introduction to Law of Contract and Specific Relief.* Eastern Book Company.
2. **S. Chandrasekaran.** *Legal Aspects of Business.* Vikas Publishing House.
3. **Allen, J.** *Event Planning Ethics and Etiquette.* Wiley.

## Co-Curricular Activities:

- Students analyze real-world legal disputes in event management (e.g., licensing or contract issues).
- Draft sample event contracts, MoUs, and indemnity agreements.
- Visit to an event venue or municipal department to understand permissions and safety audits.
- Mock event licensing and compliance process involving students as stakeholders (organizer, police, sponsor, etc.).

<b>BLUE PRINT</b>				
<b>S.No</b>	<b>UNIT</b>	<b>Theory</b>		<b>V.S 1 M</b>
		<b>Essay 7 M</b>	<b>Short 3 M</b>	
<b>1</b>	<b>UNIT I</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>2</b>	<b>UNIT II</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	<b>UNIT III</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>4</b>	<b>UNIT IV</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>5</b>	<b>UNIT V</b>	<b>2</b>	<b>1</b>	<b>1</b>

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**I BBA H (Event Management) – Semester – IV**

**Legal Aspects of Event Management**

**Model Paper**

**Answer All questions**

**6×1=6M**

1. Define “Contract”.(BL1,CO1)
2. Define Safety Lapses?(BL1,CO5)
3. Name any two types of event licenses.(BL1,CO3)
4. What is copyright?(BL1,CO4)
5. What is indemnity?(BL1,CO3)
6. What is an MoU?(BL1,CO2)

**Answer any THREE of the following.**

**3×3=09 M**

7. Describe the Overview of Indian legal system
8. Explain the Breach of contract and remedies
9. Explain the Types of licenses
10. Describe the Patent relevance in events
11. Discuss the Disaster management

**Answer all the Questions.**

**5×7=35 M**

12. Explain the importance of legal compliance in event management.(BL2,CO1)

OR

13. Describe ethical responsibilities of an event manager.(BL2,CO1)

14. What are the essentials of a valid event contract? (BL1,CO2)

OR

15. Discuss types of vendor agreements used in events.(BL2,CO2)

16. Explain the process of obtaining event licenses.(BL2,CO3)

OR

17. What are the key features of event insurance policies? (BL2, CO3)

18. Discuss the significance of intellectual property in events. (BL2, CO4)

OR

19. Explain the role of media laws in event promotion.(BL2,CO4)

20. What are the legal requirements for ensuring crowd safety? (BL2, CO5)

OR

21. Explain the importance of disaster management plans in events.(BL2, CO5)

# SEMESTER V & VI

# Apprenticeship in Event Management (AEDP)

**SEMESTER: V & VI SEMESTER**

**Course Type:** Practical / Field Component

**Credits:** 22+22

**Duration:** 12 Months (Full-time)

**Prerequisite:** Completion of core event management courses (Event Planning, Marketing, Legal Aspects, Finance, etc.)

## Course Objectives

1. To provide hands-on exposure to real-world event management practices.
2. To bridge theoretical knowledge with industry application through professional apprenticeship.
3. To help students understand event planning, execution, budgeting, marketing, and compliance.
4. To develop organizational, communication, and problem-solving skills.
5. To enhance employability and professional readiness in the event management industry.

## Learning Outcomes (COs)

After successful completion of the apprenticeship, students will be able to:

**CO1:** Apply theoretical concepts of event planning and coordination in practical settings.

**CO2:** Demonstrate understanding of licensing, safety, and legal compliance procedures.

**CO3:** Execute specific event tasks such as vendor coordination, logistics, and hospitality.

**CO4:** Exhibit professional behaviour, teamwork, and ethical practices.

**CO5:** Prepare and present a comprehensive apprenticeship report with analysis and reflection.

## Structure of Apprenticeship

**Duration:**

- **12 Months (Full-time)**

## Placement Areas:

Students may undergo apprenticeship in:

- Event Management Companies (corporate, weddings, concerts, exhibitions)
- Advertising & Public Relations Agencies
- Hotel and Convention Centers
- Government Tourism & Cultural Departments
- Media & Production Houses
- Non-Profit Organizations (for community or public events)
- Event Licensing / Legal Consultancy Firms

## Suggested Apprenticeship Activities

During the apprenticeship, students are expected to:

<b>Functional Area</b>	<b>Practical Exposure / Tasks</b>
<b>Event Planning</b>	Assist in developing event concepts, schedules, and layouts.
<b>Marketing &amp; Promotion</b>	Work on event promotion, ticketing, and branding activities.
<b>Vendor &amp; Client Coordination</b>	Support negotiations, vendor management, and contract follow-up.
<b>Licensing &amp; Permissions</b>	Observe procedures for obtaining legal clearances (e.g., PPL, municipal, fire).
<b>Budgeting &amp; Logistics</b>	Participate in cost estimation, materials handling, and logistics planning.
<b>On-site Execution</b>	Support event setup, registration, hospitality, and crowd management.
<b>Post-event Evaluation</b>	Collect feedback, analyse event performance, and prepare reports.

## Documentation & Reporting

Each student must maintain:

1. **Daily Logbook / Diary** – detailing daily tasks and learning outcomes.
2. **Supervisor Certificate** – signed by the organization’s mentor.
3. **Final Report** – summarizing the organization profile, activities undertaken, key learning’s, and reflection on skills gained.