

**GOVERNMENT COLLEGE(A)**  
**RAJAHMUNDRY**  
**DEPARTMENT OF COMMERCE**  
**ACADEMIC YEAR 2024-25**  
**B.B.A EVENT MANAGEMENT**  
**MODEL PAPERS**

**GOVERNMENT COLLEGE (AUTONOMOUS)RAJAMAHENDRAVARAM**  
**(Re-Accredited by NAAC with “A+” Grade)**  
(W.e.f. 2024-25 Admitted Batch)  
I BBA (EVENT MANAGEMENT)  
Semester – I

**INTRODUCTION TO EVENT MANAGEMENT**

**MODEL PAPER**

**Time: 2 ½ Hours.**

**Max Marks: 50**

**SECTION –B**

**Answer ALL questions.**

**(3×10 = 30 Marks)**

1. Define Event Management. Explain the Functions of Event Management.
2. Categorize the events.
3. Construct the big event committee structure
4. Explain the Growth of Event Industry in India
5. Explain the career planning in event management.

Answer All the questions.

(12×1 = 12 Marks)

6. Event
7. Key elements of events
8. Niche events
9. Major events
10. Business and Trade Events
11. Event Committee
12. Role of Finance Committee
13. Industry Size
14. Areas in Event management
15. where to start from
16. Event Management
17. Responsibilities of Event Planning Committee
18. Match the following. (4×1 = 4 Marks)
  1. Local Events [        ] A) Olympic Games
  2. Sports Events [        ] B) Distinctive quality of the program
  3. Educational Events [        ] C) targeted mainly for local audiences
  4. Hall Mark Event [        ] D) Seminars

19. Match the following.

(4×1 = 4 Marks)

1. Finance Committee [        ] a) Post-event evaluation
2. Fundraising Committee [        ] b) Develop the Event Budget
3. Marketing Committee [        ] c) Securing Funds
4. Feed Back Committee [        ] d) Promoting the events

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**I BBA (EVENT MANAGEMENT)**  
**SEMESTER-I**  
**COURSE: FUNDAMENTALS OF COMMERCE**  
**(w.e.f 2024-2025 Batch)**  
**MODEL QUESTION PAPER**

**Time: 2 ½ Hours**

**Max Marks: 50**

**Section - A**

**Answers any 3 of the following questions**

**( 3×10=30 M)**

1. Define Business and Explain its Features and Objectives.
2. Briefly explain the Steps in Registration of a Partnership Firm
3. Explain the Meaning and Characteristics, Objectives of Joint Stock Companies.
4. Discuss about Overview and Applications of IT Act 2000
5. Define Business Services and explain Characteristics of Business Services.

**Section -B**

**Answer all the questions (very short answers).**

**(1×12=12 M)**

6. Commerce
7. Foreign Trade
8. Entrepot Trade
9. General Partnership
10. Partnership Deed
11. Karta
12. MoA
13. Articles of Association
14. Prospectus
15. E-commerce
16. E-marketing
17. Philanthropy

**Section - C**

**18. Match the following**

**( 8×1=8 M)**

**Set –1**

1. Sole Proprietorship Profit retention ( ) a) By birth in the family
2. HUF Membership ( ) b) Solely with the owner
3. Co-operatives Motive ( ) c) Unlimited for Karta
4. HUF Liability ( ) d) Service rather than profit

## Set –2

1. Private Joint Stock Company ( ) a) Collaboration between government and private sector.
2. Capital Generation ( ) b) Shares are not offered to the general public
3. Growth and Expansion ( ) c) Raising funds through shares.
4. PPP ( ) d) Entering new markets and scaling operations

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**I BBA (EVENT MANAGEMENT)**  
**SEMESTER-I**  
**COURSE: PRINCIPLES OF MANAGEMENT**  
**(w.e.f 2024-2025 Batch)**  
**MODEL QUESTION PAPER**

**Time: 2 ½Hours**

**Max Marks:50**

**Section- A**

**1. Answers any 3 of the following questions (3×10=30M)**

19. Define Management and Explain the Functions of Management.
20. Explain the Types of Planning.
21. Explain the difference between Line and Staff Organisation.
22. Explain the Role and Functions of a Supervisor.
23. Discuss the Techniques of Managerial Control.

**Section-B**

**2. Answer all the questions (very short answers). (12×1=12M)**

1. Definition of Management
2. Administration
3. Scientific Management
4. MBO
5. Tactical Planning
6. Decision Making
7. Organisational Structure
8. Centralisation
9. Staffing
10. Recruitment
11. Controlling
12. Managerial Control

**Section- C**

**3. Match the following (2×4=8M)**

**Set-1**

5. Strategic Planning ( ) A) Planning for day-to-day activities
6. Tactical Planning ( ) B) Planning for Unexpected Events or Crises
7. Operational Planning ( ) C) Planning for Overall business direction and mission
8. Contingency Planning ( ) D) Planning for Specific Tasks or Projects

## Set-2

5. Chain of Command ( ) A) The Process of breaking down tasks in to Smaller, manageable chunks
6. Span of Control ( ) B) The Hierarchical Structure of Authority and Responsibility
7. Division of Work ( ) C) The extent to which decision making Authority is distributed
8. Decentralization ( ) D)The number of Subordinates a Manager can effectively Supervise

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(Re-Accredited by NAAC with “A+” Grade  
I BBA (EVENT MANAGEMENT) SEMESTER-II  
COURSE: Event Planning and Venue Management  
(w.e.f 2024-2025 Batch)  
MODEL QUESTION PAPER**

**Time: 2 ½ Hours**

**Max Marks: 50**

**SECTION – A**

**Answer any FIVE of the following Questions.**

**(5×3=15 M)**

1. Types of Events.
2. Event Concepts
3. Technical Requirements.
4. Cost Control.
5. Event Setup
6. Operations and Logistics.
7. Event Risk Assessment
8. Promotion Strategies

**SECTION – B**

**Answers all of the following Questions**

**(5×7=35 M)**

1. a) Definition and scope of event planning And Explain Event concept and theme development.  
Or  
b) Explain about Event format and agenda design, marketing and promotion, branding and sponsorship.
2. a) Explain about Event budgeting and financial planning ,pricing and revenue management  
Or  
b) Explain about Event staffing and volunteer management, catering and beverage management
3. a) Explain about Event setup and teardown, registration and ticketing.  
Or  
b). Define flow and crowd management, evaluation and feedback
4. a) Explain about Event risk assessment and mitigation,  
Or  
b) Explain about Event insurance and liability
5. a) Explain about Event marketing and promotion strategies, social media and online marketing, public relations and communication  
Or  
b) Explain about Event evaluation and feedback methods, follow-up and thank-you strategies, reporting and debriefing.

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**(Re-Accredited by NAAC with “A+” Grad**  
I Year BBA – (Event Management)  
SEMESTER - II  
**MANAGERIAL ECONOMICS**  
MODEL PAPER

**Time: 2 ½ Hours.**

**Max Marks: 50**

**SECTION – A (5×3 = 15Marks)**

**Answer any FIVE of the following.**

1. Scope of Managerial Economics.
2. Law of demand
3. Cross Elasticity of Demand.
4. Marginal Rate of Substitution.
- 5 Concept of production.
6. OLIGOPOLY
7. .Theory of Employment
8. National Income.

**SECTION – B (5×7 = 35Marks)**

**Answer ALL questions**

9. Explain the nature and scope of Managerial Economics.  
(Or)
10. Distinguish between Micro Economics and Macro Economics.
11. What is Elasticity of Demand, Explain its types.  
(Or)
12. Explain the factors affecting Elasticity of Demand.
13. Describe the Law of Diminishing Marginal Utility.  
(Or)
14. Discuss about Consumer Equilibrium.
15. Elucidate factors of production.  
(Or)
16. What is Monopoly? Explain characteristics of Monopoly.
17. Enumerate the concepts of National Income.  
(Or)
18. Briefly discuss about Modern Theory of Income.

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**(Re-Accredited by NAAC with “A+” Grade )**  
**(w.e.f 2024-2025 Batch)**  
**I BBA (EVENT MANAGEMENT) SEMESTER-II**  
**COURSE: Event Resource Management**  
**MODEL QUESTION PAPER**

**Time: 2 ½ Hours**

**Max Marks: 50**

**SECTION – A**

**Answer any FIVE of the following Questions.**

**(5×3=15 M)**

1. Responsibilities in Event Resource Management
2. Event Life Cycle
3. Volunteer Management in Events
4. Technology in Event Management
5. Ticket Sales
6. ROI Evaluation
7. Artificial Intelligence
8. Online Event Platforms

**SECTION – B**

**Answers all of the following Questions**

**(5×7=35 M)**

1. a) Explain the Meaning and Scope, Importance of Event Resource Management  
Or  
b) Describe the various Types of Resources in Event Management.
  
2. a) Explain the process of Recruitment, Training, and Allocating Staff in Events.  
Or  
b) Explain the Conflict Resolution and Communication Skills in Event Staff.
3. a) Describe the Procurement of Event Equipment and Materials.  
Or  
b) Discuss about Event Logistics Transportation and Inventory Management.
4. a) Explain the Budgeting and Cost Estimation for Events.  
Or  
b) Explain various Revenue Streams in Events.
5. a) Explain Event Management Software and Tools.  
Or  
b) Discuss the Use of Analytics and Data in Event Resource Planning, Trends in Event Technology.

**GOVERNMENT COLLEGE (AUTONOMOUS)**  
**RAJAMAHENDRAVARAM**  
**Model Question Paper**  
**(For Admitted Batch 2024-25)**  
**I BBA (EVENT MANAGEMENT), SEMESTER – II**  
**FINANCIAL ACCOUNTING**

**Time: 2 ½ Hrs.**

**Max Marks: 50**

**PART – A**

Answer any **FIVE** Questions. All questions carry equal Marks.

**5 X 3= 15 M**

1. Describe about various types of accounts.
2. Journalise the following transactions.  
2016  
July, 1 Prasad commenced business with a capital of 74,000  
July, 8 purchased goods from Murali 25,000  
July, 10 purchased goods for cash 15,000  
July, 28 Stock used for personal purpose 1,000
3. Enter the following transactions in the sales of book Sri Hari 2016  
Jan, 2 Sold goods to Ramakrishna 2,000  
Jan, 3 Sales to Sanjeev 3,000  
Jan, 4 Sold goods on cash to Sriram 1,500  
Jan, 5 Sales to Varma with trade discount of 10% 1,000
4. Prepare Trial Balances from the following particulars  
Outstanding Expenses 1,500 Cash 6,000  
Purchase returns 3,000 Loan 4,500  
Purchases 42,000 Machinery 3,000  
Capital 30,000 Sales 16,000  
Office expenses 9,000 Reserve fund 2,000  
Creditors 3,000
5. Explain about various types of Cash Books
6. What are the differences between Capital and Revenue expenditure?
7. What are the causes for difference between cash book and pass book?
8. Describe the various methods for preparation of Trail balance.

**PART – B**

Answer **ALL** the Questions. All questions carry equal Marks

**5 X 7 = 35 M**

9. Discuss briefly the various Accounting Principles.

(OR)

10. Journalise the following transactions.

2016 July, 1	Prasad commenced business with a capital of	74,000
July, 2	open a bank account with	10,000/-
July, 4	Goods purchased	15,000

July, 6	Goods sold for cash	20,000
July, 8	Purchased goods from Murali	25,000
July, 9	goods returned by Murali	1,000
July, 10	purchased goods for cash	15,000
July, 12	cash deposited into the bank	21,000
July, 18	cash withdraw from bank for office purpose	10,000
July, 8	goods sold to Ramesh on credit	8,000
July, 28	Stock used for personal purpose	1,000

11. Prepare a three column cash book from the following particulars.

2014 Jan, 1	Cash Balance	15,000
	Bank Balance	50,000
Jan, 2	Cash sales	40,000
Jan, 5	Furniture purchased and Issued cheque	8,000
Jan, 7	Cash Deposited into Bank	40,000
Jan, 10	Received from Vishnu	15,000
	Discount allowed	500
Jan, 12	Received cheque from Gopi and deposited in The Bank	8,000
Jan, 15	Gopi's cheque dishonored	8,000

(OR)

12. Prepare a Petty Cash Book from the following information.

- 2014 Jan, 1 Cash given to the Petty Cashier Rs.5,000  
 2 Paid Carriage Rs.50, Stationery Rs.100  
 3 Paid Coolie Charges Rs.20, Travelling Expenses Rs. 150  
 4 Paid expenses in relation to Refreshments Rs. 500  
 5 Paid Postage Rs. 100 and Sundry Expenses Rs. 100

13. Rectify the following errors.

- Purchased goods for personal use of the proprietor of Rs.300 was debited to purchases account.
- A cheque for Rs. 2,500 from Rama Rao was dishonoured; its amount was posted to allowance account.
- Purchase of Rs. 200/- from Venkat recorded in Sale book
- Type writer purchased for Rs. 1000/- debited to purchase account
- Amount received from Mr. X of Rs. 200/- debited to his account
- old machinery sold for 5000/- entered in sales Day Book

(OR)

14. Discuss various types of errors

15. From the following particulars prepare bank reconciliation statement

- Over draft as per cash book on 31-12-2009 is Rs. 10,540
- Interest on overdraft for six months Rs. 240
- Interest on investments collected by bank Rs.300

- iv. Bank Charges Rs.60
- v. Cheques issued but not cashed by customers prior to 31st December is Rs. 4,200
- vi. Cheques paid into Bank but not collected before 31<sup>st</sup> December is Rs. 4,200
- vii. A Bill receivable for Rs. 1,000 discounted in the bank in November was dishonoured on December 31<sup>st</sup>

**(OR)**

- 16.** From the following particulars prepare bank reconciliation statement
- i. Bank balance as per pass book on 31-12-2015 is Rs. 10005
  - ii. Interest on credit by banker for six months Rs. 240
  - iii. Interest on investments collected by bank Rs.300
  - iv. Bank Charges Rs.60
  - v. Cheques issued but not cashed by customers prior to 31<sup>st</sup> December is Rs. 42,00
  - vi. Cheques paid into Bank but not collected before 31<sup>st</sup> December is Rs. 4,200

- 17.** Prepare final Accounts from the following particulars as on 31<sup>st</sup> March, 2014.

<b>Debit</b>	<b>Rs.</b>	<b>Credit</b>	<b>Rs.</b>
Cash in hand	540	Sales	98,780
Cash in Bank	2,630	Purchase	500
Purchases	40,675	Returns	
Sales return	680	Capital	62,000
Wages	8,480	Creditors	6,300
Fuel and power	4,730	Rent	9,000
Carriage outward	3,200		
Carriage inwards	2,040		
Goods(1.4.07)	5,760		
Salaries	18,000		
Insurance	600		
Drawings	5,245		
Machinery	44,500		
Debtors	39,000		

Adjustments:

- 1. Stock as on 31<sup>st</sup> March, 2014 Rs. 6,800
- 2. Provide 10% depreciation on Machinery
- 3. Bad debts Rs.725
- 4. Unexpired Insurance Rs. 170

**(OR)**

18. Prepare the final accounts for the following

Land and Building	14,000	Machinery	8,000
Furniture	12,000	bank loan	18,000
Bills payable	1,000/-	bills receivable	2,000
Pre paid rent	1,000/-	income received in Advance	100/-
Outstanding Expenses	1,500	Cash	6,000
Purchase returns	3,000	Loan	4,500
Purchases	42,000	Machinery	3,000
Capital	30,000	Sales	16,000
Office expenses	9,000	Reserve fund	2,000
Creditors	3,000		

**Adjustments:**

1. Stock as on 31<sup>st</sup> March, 2016 Rs. 16,900
2. provide 10% depreciation on Machinery
3. provide reserve for Bad debts 5 %
4. Income received in advance 150/-