

Indian Institute of **Creative** Skills

Sample Entrance Exam Paper

Course: Events and Experiential Management

Total Marks: 50

Section A: Multiple Choice Questions (30 Marks)

1. What is the main purpose of event management?
A. Design advertisements
B. Organize and execute events
C. Edit photos
D. Compose music
Answer: B. Organize and execute events
2. Which of these is an example of an experiential marketing event?
A. TV commercial
B. Billboard ad
C. Product sampling booth at a mall
D. Email newsletter
Answer: C. Product sampling booth at a mall
3. Who typically hosts a live event on stage?
A. Editor
B. Emcee
C. Choreographer
D. Scriptwriter
Answer: B. Emcee
4. What is the first step in organizing an event?
A. Printing tickets
B. Defining goals and audience
C. Booking catering
D. Sending emails
Answer: B. Defining goals and audience
5. What does the term “event logistics” refer to?
A. The theme of the event
B. Designing posters
C. Managing equipment, travel, and schedules
D. Writing scripts
Answer: C. Managing equipment, travel, and schedules

6. What is a venue in the context of events?

- A. An event theme
- B. A promotional video
- C. The location of the event
- D. The sound system

Answer: C. The location of the event

7. What is a brand activation?

- A. A new software release
- B. Creating an emotional connection with the audience through events
- C. Rebranding a logo
- D. Editing promotional videos

Answer: B. Creating an emotional connection with the audience through events

8. What software is typically used for event presentations?

- A. Audacity
- B. Photoshop
- C. PowerPoint
- D. Tally

Answer: C. PowerPoint

9. Which professional handles the financial planning for an event?

- A. Designer
- B. Host
- C. Budget manager
- D. Choreographer

Answer: C. Budget manager

10. What is a “guest list” used for in events?

- A. Selecting music
- B. Managing audience invitations
- C. Booking a venue
- D. Designing props

Answer: B. Managing audience invitations

11. What is the goal of experiential media?

- A. Promote newspapers
- B. Engage audiences with immersive experiences
- C. Play radio ads
- D. Share content only on TV

Answer: B. Engage audiences with immersive experiences

12. What is a “flash mob” typically used for?

- A. Public safety

- B. Brand awareness or entertainment
- C. Traffic control
- D. News coverage

Answer: B. Brand awareness or entertainment

13. What is the importance of a “run sheet” in events?

- A. Decor planning
- B. Guest attire
- C. Event timeline and sequence
- D. Audio tuning

Answer: C. Event timeline and sequence

14. What is one key element of a successful live event?

- A. Repeating the same song
- B. Last-minute planning
- C. Smooth coordination and timing
- D. Ignoring the audience

Answer: C. Smooth coordination and timing

15. Which platform is often used to promote events online?

- A. Excel
- B. YouTube
- C. Instagram
- D. Tally

Answer: C. Instagram

16. Who is responsible for the visual elements at an event?

- A. Audio technician
- B. Decor designer
- C. Chef
- D. Cameraman

Answer: B. Decor designer

17. What is the term for testing sound and lights before an event?

- A. Promotion
- B. Rehearsal
- C. Load-out
- D. Registration

Answer: B. Rehearsal

18. What kind of event involves product interaction with potential buyers?

- A. TV ad
- B. Billboard campaign
- C. Experiential event

D. Radio promotion

Answer: C. Experiential event

19. What does RSVP mean in event invitations?

A. Ready Soon Very Promptly

B. Reply if attending

C. Return Special VIP

D. Register Social Venue Participation

Answer: B. Reply if attending

20. What is one tool used for creating event posters?

A. VLC

B. Canva

C. MS Excel

D. Audacity

Answer: B. Canva

21. What type of media creates physical interaction with a brand?

A. Digital-only media

B. Experiential media

C. Print newspaper

D. E-book

Answer: B. Experiential media

22. What is the purpose of branding in an event?

A. Choose snacks

B. Design invitation cards only

C. Build recognition and association

D. Arrange guest transport

Answer: C. Build recognition and association

23. Who coordinates lights, sound, and visual effects at events?

A. Security team

B. Creative director

C. Technical crew

D. Sponsorship team

Answer: C. Technical crew

24. What is a hybrid event?

A. Only physical audience

B. Recorded video session

C. Combines in-person and virtual elements

D. Held only on weekends

Answer: C. Combines in-person and virtual elements

25. What is the final stage of event execution?

- A. Budgeting
- B. Ideation
- C. Evaluation and feedback
- D. Ticket printing

Answer: C. Evaluation and feedback

26. What does an event anchor do?

- A. Build sets
- B. Handle guest check-in
- C. Engage and entertain the audience
- D. Prepare food

Answer: C. Engage and entertain the audience

27. What are props in events?

- A. Event tickets
- B. Decorative or functional items used on stage
- C. Catering tools
- D. Costumes for staff

Answer: B. Decorative or functional items used on stage

28. What is the job of a sponsorship manager?

- A. Play music
- B. Conduct auditions
- C. Secure event funding from brands
- D. Handle bookings

Answer: C. Secure event funding from brands

29. What do feedback forms help with after events?

- A. Serving snacks
- B. Improving future events
- C. Selling tickets
- D. Booking artists

Answer: B. Improving future events

30. What is a key challenge in outdoor events?

- A. PowerPoint setup
- B. Ticket design
- C. Weather conditions
- D. Speaker script

Answer: C. Weather conditions

Section B: Short Answer Questions (10 Marks)

Answer any 2 questions. (5 marks each, approx. 150 words per answer)

1. What are experiential marketing events? Give examples.

Answer Guideline: Define experiential marketing; explain how it focuses on engagement and brand experience. Mention examples like product samplings, virtual reality booths, interactive brand zones at festivals.

2. What are the key stages of planning an event?

Answer Guideline: List and explain: setting objectives, budgeting, concept design, venue booking, vendor coordination, promotion, execution, and feedback.

3. Define the term "audience engagement" in events. Why is it important?

Answer Guideline: Define audience engagement; discuss interactive activities, real-time feedback, live polls, games; explain impact on brand recall and emotional connection.

4. What roles do creative professionals play in experiential events?

Answer Guideline: Discuss roles like stage designer, emcee, AV technician, costume designer, choreographer; explain how creativity enhances the overall experience.

Section C: Long Answer Questions (10 Marks)

Answer 1 question only. (Approx. 300 words)

1. Describe the complete process of executing a live event from concept to completion.

Guideline: Start from idea generation, planning, budgeting, vendor coordination, promotions, rehearsals, live event execution, post-event feedback. Include tools, teamwork, and audience experience.

2. What is experiential media? How is it changing the way brands interact with audiences?

Guideline: Define experiential media; discuss how it's different from traditional ads; give examples (interactive installations, AR/VR setups); mention emotional connection and brand recall.

3. Discuss the career opportunities available in the events and experiential marketing industry.

Guideline: List careers—event planner, brand activation executive, production coordinator, emcee, experiential designer, logistics head. Talk about required skills and growth trends.