

Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2026

Course	: Diploma course	Date	: 09/07/2026
Subject Code	: DFD-09	Time	: 03:00pm to 05:15pm
Subject Name	: Fashion Event Organization	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 What is management? Explain principle of management. **14**

OR

Explain concept of event management.

Q-2 Explain what is planning? And its characteristics. **14**

OR

Define origination and its characteristics.

Q-3 What is MBO? Explain what is MBO? **14**

OR

Explain characteristics of finance management.

Q-4 What is communication? And explain methods of communication. **14**

OR

Explain role of information technology in fashion event management.

Q-5 **Write Short Notes (Any two)** **14**

1. Four P's marketing and marketing mix
2. Types of advertisement
3. Fashion show
4. Tread show
