

**19U278S**

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Name.....

Reg. No.....

**SECOND SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2020**

(CUCBCSS - UG)

(Supplementary/Improvement)

**CC18U HM2 C03 - EVENT MANAGEMENT**

(Catering Science & Hotel Management – Complementary Course)

(2018 Admission)

Time: Three Hours

Maximum: 80 Marks

**PART A**

Answer *all* questions. Each question carries 1 mark.

Multiple choice questions:

1. The travel trip offered to employees in order to motivate them is known as \_\_\_\_\_  
a. Tour                      b. Excursion                      c. Incentive                      d. Trekking
2. Needs hierarchy is a motivational theory by \_\_\_\_\_  
a. Adam Smith                      b. Victor Vroom  
c. Frederick Herzberg                      d. Abraham Maslow
3. According to oxford dictionary, \_\_\_\_\_ is a meeting for discussion.  
a. Conference                      b. Tradefair                      c. Incentive                      d. Workshop
4. Offering an official car, membership in club etc. are acting as \_\_\_\_\_ tool.  
a. Marketing                      b. Entertainment                      c. Motivational                      d. Promotional
5. ITB started in the year \_\_\_\_\_  
a. 1977                      b. 1966                      c. 1972                      d. 1962

State True or False:

6. Thanking the participants is a pre -meeting activity.
7. AIDA stands for Awareness, Interest, Destination, Assimilation.
8. An example of a personal event is Birthday party.
9. PATA connects public and private organizations for the sustainable development of the travel and tourism industry.
10. Troubleshooting is an on-site management.

**(10 x 1 = 10 Marks)**

**PART B**

Answer any *eight* questions. Each question carries 2 marks.

11. What do you mean by debriefing?
12. What do you mean by Political Event?

13. Expand MICE
14. Name any two international Travel Trade Shows.
15. Write about any two kinds of Leisure Events.
16. Explain the term Time Management.
17. What do you mean by Event Coordination?
18. Write any three aims of an Event.
19. Mention any two marketing tools used for Event Promotion.
20. What do you mean by Canvassing?

**(8 x 2 = 16 Marks)**

### **PART C**

Answer any *six* questions. Each question carries 4 marks.

21. Analyse the role of visual and electronic communication in the meeting industry?  
Support your answer suitable examples.
22. Differentiate between the considerations offered for the *middle level* and *senior level* employees during an incentive trip.
23. What do you mean by planning a meeting? What are the various ways by which professional meeting planners are classified?
24. Explain the duties and responsibilities of an event manager.
25. Write a note on the requirements of infrastructure for an event.
26. What are the advantages of Tradefairs and Exhibitions?
27. Mention and explain the points used to evaluate the success of an event.
28. Discuss in detail about any 4 different categories of events.

**(6 x 4 = 24 Marks)**

### **PART D**

Answer any *one* of the following.

29. Write an essay on the broad classification events.
30. Write an essay on problem solving/crisis management during an event.
31. Enumerate & Discuss the checklist for a successful event.

**(2 x 15 = 30 Marks)**

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