

23U249

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Name:

Reg.No:

SECOND SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH2 C03 / CC20U BSH2 C03 - EVENT MANAGEMENT

(Hotel Management and Catering Science - Complementary Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What do you mean by an event?
2. What do you understand by social events?
3. What do you understand by incentive tours?
4. What do you mean by staffing in event?
5. What are the skills to be possessed by an event manager?
6. What do you mean by organizing and staffing under event?
7. Who performs the site selection process? Why it holds crucial position in list of sponsoring organisation's activities?
8. What do you mean by market segmentation?
9. Explain how expositions are used as a marketing tool.
10. What are the skills to be possessed by an event manager?
11. What is the role of by electronic communication in organizing an event?
12. Discuss the role of attendees in a trade show.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

Answer *all* questions. Each question carries 5 marks.

13. What do you mean by planning a meeting? What are the various ways by which professional meeting planners are classified?
14. Explain direct and indirect interaction.
15. Briefly explain the steps involved in organizing a sports event.

16. Explain the essential skills required for an event management professional.
17. What are the post convention activities? Explain the role of "performance appraisal."
18. Write the pre requisites of Olympics.
19. Give detailed note on PATA Travel Mart.

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. Write about the role of events in promotion of tourism.
21. What are the job responsibilities of a Planning team?

(1 × 10 = 10 Marks)
