18U278　　　　　　　　(Pages: 2)　　　　　　Name……………………

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SECOND SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2019
(CUCBCSS-UG)
CC18U HM2 C03 - EVENT MANAGEMENT
Catering Science & Hotel Management– Complementary Course
(2018 Admission Regular)

Time :3 Hours　　　　　　　　　　　　　　　　　　Maximum: 80 Marks

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

A. State true or false:

1.　The largest events are called mega events.

2.　Fund raise for the company is an objective of event.

3.　An example of a personnel event is kitty party.

4.　Evacuation procedure is the responsibility of event manager.

5.　Troubleshooting is an on-site management.

B. Fill in the blanks:

6.　I T B first started in the year _____

7.　Market segmentation is the process of _____

8.　The role of public relation is _____

9.　A I D A stands for _____

10. The characteristics of a special events ae _____

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

Section B (Short Answers)
Answer any *eight* questions. Each question carries 2 marks.

11. What is costing?

12. What do you mean by canvassing?

13. Write any three aims of an event.

14. What do you mean by event feasibility?

15. Define the term trade shows.

16. What is the use of a run sheet?

17. Explain the term time management.

18. Write any 3 benefits of trade fairs.

19. Name any two international travel trade shows.

20. What do you mean by marketing equipment and tools?

(8 x 2 = 16 Marks)

Section C (short Essay)
Answer any *six* questions. Each question carries 4 marks.

21. Explain the importance of financial planning in event planning.

22. Explain the term event management as a profession.

23. Explain the duties and responsibilities of event manager.

24. Write a note on site and infrastructure management.

25. What are the technology related risks involved during an event?

26. What are the components of conference market?

27. How will you evaluate the performance of an event?

28. Explain the necessities of good media relation for the success of an event.

(6 x 4 = 24 Marks)

Section D (Long Essay)
Answer any *two* questions. Each question carries 15 marks.

29. Explain the types of events.

30. Write an essay on crisis management.

31. List the key steps for a successful event.

(2 x 15 = 30 Marks)

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