

19U251

(Pages: 2)

Name : .....

Reg.No : .....

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

(CBCSS - UG)

**CC19U BSH2 C03 : EVENT MANAGEMENT**

(Hotel Management - Complementary)

(2019 Admission -Regular)

Time: 2.00 Hrs

Max. Marks: 60

Credit: 3

(Draw diagram wherever necessary. The students can answer all questions in sections A & B)

**A. Short answer questions. Each question carries 2 marks.**

1. Define the term Events.
2. Explain the term promotional events.
3. What do you mean by costing ?
4. Explain the term incentive tours
5. What is a checklist?
6. Write the role of a media manager in event managemnt.
7. What do you mean by staffing in event?
8. Enlist types of centres. Do they vary from the perspective environment?
9. What is Print Media?
10. What do you mean by post event evaluation?
11. Do you think that trade fairs are really useful?Discuss.
12. Name any two international travel trade shows.

**(Ceiling: 20 Marks)**

**B. Short essay questions (Paragraph). Each question carries 5 marks.**

13. What do you mean by official purpose?
14. Briefly explain the steps involved in organizing a sports event

15. Mention the list of licenses taken at the time of an event.
16. What are the scope of public relations in event management?
17. Write short note on event co-ordination
18. What are the points to be considered at the time of including entertainment in corporate event?
19. Give detailed note on PATA Travel Mart

**(Ceiling: 30 Marks)**

**C. Essay questions. Answer any one question.**

20. Discuss the various elements in crisis management
21. What are the tools and techniques used in public relations?

**(1 × 10 = 10 Marks)**

\*\*\*\*\*