

24U177

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U BHC1 FM105 - EVENT MANAGEMENT

(B.Sc. Hotel Management and Catering Science - MDC)

(2024 Admission - Regular)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

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

1. Define the role of objective setting in the planning phase of event management. [Level:1] [CO1]
2. Clarify the importance of contingency funds in event budgeting and apply them in managing unexpected expenses. [Level:2] [CO2]
3. Imagine you're tasked with promoting an upcoming event. Which event marketing tools would you choose, and how would they help increase attendance? [Level:2] [CO2]
4. Compare and contrast a public festival with a charity gala in terms of audience engagement and overall objectives. [Level:4] [CO2]
5. Explain why sound product knowledge is essential when dealing with business travelers. [Level:2] [CO3]
6. Draw connections between successful supplier management and event outcomes. [Level:3] [CO3]
7. Review the general attendee experiences and personalized event experiences. [Level:2] [CO3]
8. Describe how artificial intelligence (AI) can enhance personalization in events. [Level:2] [CO4]
9. Abstract how technology streamlines event planning. [Level:2] [CO4]
10. Abstract the key steps involved in post-event evaluation. [Level:2] [CO4]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Describe how an event manager develops a unique event concept that aligns with client objectives. What elements are essential in this conceptualization phase? [Level:2] [CO1]
12. Explain the techniques used in on-site event management, such as using check-in systems and event apps. How do these tools enhance the attendee experience? [Level:2] [CO2]

13. Differentiate the difference between fixed and variable costs when creating a detailed budget. How should planners estimate these costs to avoid financial pitfalls? [Level:3] [CO2]
14. Explain the process of venue selection, including at least three critical factors that influence the decision. [Level:2] [CO3]
15. Describe the process of managing on-site operations during an event. Include examples of tasks involved. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part C (Essay questions)

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

16. Discuss a strategy for managing and coordinating volunteers for a community festival. Include recruitment, training, scheduling, and on-site management. Discuss how effective volunteer management can impact the overall success of the event. [Level:2] [CO1]
17. Estimate the role of risk management in ensuring the success of an event. Discuss how risks can be identified, assessed, and mitigated. Include examples of potential risks and corresponding contingency plans. [Level:3] [CO4]

(1 × 10 = 10 Marks)
