

24U176

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U BHC1 MN102 - INTRODUCTION TO MICE AND EVENT MANAGEMENT

(B.Sc. Hotel Management and Catering Science - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Give an example of a formal and official event. [Level:1] [CO1]
2. Categorize the types of events discussed (academic, cultural, social) and give an example for each. [Level:2] [CO1]
3. Demonstrate the role of event marketing managers in increasing ticket sales and attracting sponsors. [Level:3] [CO2]
4. Arrange the steps involved in planning a successful exhibition from venue selection to execution. [Level:4] [CO2]
5. Define the purpose of feedback collection after an event. [Level:1] [CO3]
6. Categorize the different types of physical marketing equipment used for event promotion. [Level:2] [CO3]
7. Identify the primary factors to consider when selecting a date and time for an event. [Level:1] [CO3]
8. Determine the key benefits of attending destination-specific fairs for event managers. [Level:3] [CO4]
9. Demonstrate how you would manage internal communication during a large-scale event. [Level:3] [CO4]
10. Abstract the main idea behind using electronic tools during event execution. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. Conclude how events can extend the tourist season and give an example of an event that achieves this. [Level:2] [CO1]

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| 12. Report on how charity events like auctions and fundraisers are organized, and recall the main objectives behind these events. | [Level:2] [CO1] |
| 13. Arrange the stages of organizing a convention and explain the importance of each stage in ensuring the event's success. | [Level:4] [CO2] |
| 14. Detect potential challenges in organizing a trade show and explain how to mitigate these risks through proper planning and logistics. | [Level:4] [CO2] |
| 15. Describe the key elements of venue setup and illustrate how they ensure smooth operations during the event. | [Level:2] [CO3] |
| 16. Conclude the importance of having contingency plans for every major aspect of an event, and report on how these plans can ensure the event's success. | [Level:2] [CO3] |
| 17. Explain two strategies for creating a detailed event timeline and how they help ensure timely completion of tasks. | [Level:2] [CO3] |
| 18. Execute a plan for improving the visual aspects of an event presentation. What key elements would you focus on to ensure a professional and engaging presentation? | [Level:3] [CO4] |

(Ceiling: 36 Marks)

Part C (Essay questions)

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

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| 19. Discuss the integration of event marketing and customer care. Conclude how effective communication across all phases of an event can enhance attendee satisfaction and loyalty. | [Level:2] [CO3] |
| 20. Apply the insights gained from attending travel industry fairs to plan a large-scale corporate event. How would you utilize the networking opportunities, venue scouting, and supplier connections to ensure the event's success? | [Level:3] [CO4] |

(1 × 10 = 10 Marks)
