

25U189S

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

CC24UBHC1MN102 - INTRODUCTION TO MICE AND EVENT MANAGEMENT

(Hotel Management and Catering Science - Minor Course)

(2024 Admission - Supplementary/Improvement)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1. List the different types of events based on their context. [Level:1] [CO1]
2. Clarify the importance of evaluation in event management and how it informs future event planning. [Level:2] [CO1]
3. Analyse the differences between trade shows and consumer fairs in terms of target audiences and outcomes. [Level:4] [CO2]
4. Compare the roles of an event financial manager and an event operations manager during a high-profile event. [Level:4] [CO2]
5. Identify the primary factors to consider when selecting a date and time for an event. [Level:1] [CO3]
6. Clarify the importance of audience segmentation when planning an event marketing strategy. [Level:2] [CO3]
7. Find the role of communication in handling a weather-related event crisis. [Level:1] [CO3]
8. Adapt your strategy if a vendor fails to deliver on time. What would you do? [Level:3] [CO4]
9. Execute a plan to gather attendee feedback using electronic surveys during an event. [Level:3] [CO4]
10. Interpret how digital metrics can be used to measure audience engagement. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. Give an example of a fundraising event and describe the major considerations for budgeting and sponsorship. [Level:1] [CO1]

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| 12. Tell how cultural commercialization can affect local traditions and translate this into potential risks for the authenticity of events. | [Level:1] [CO1] |
| 13. Solve logistical challenges associated with large-scale exhibitions and provide examples of how effective planning and coordination can mitigate potential issues. | [Level:3] [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. Identify common challenges in on-the-day time management and explain strategies to mitigate these challenges. | [Level:1] [CO3] |
| 16. Classify different types of event participants and give an example of how their needs might differ during an event. | [Level:2] [CO3] |
| 17. Describe the importance of integrating promotion, media relations, and publicity in an event management strategy. | [Level:2] [CO3] |
| 18. Implement strategies for maximizing the benefits of attending travel industry fairs. What specific actions can event managers take before, during, and after the event? | [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 differences between a problem and a crisis in event management, and explain how understanding this distinction can impact the approach to handling each situation. | [Level:2] [CO3] |
| 20. Determine the challenges that may arise in collecting reliable data for event evaluation. Discuss strategies that event managers can implement to overcome these challenges and ensure accurate feedback and analysis. | [Level:3] [CO4] |

(1 × 10 = 10 Marks)
