

25U166

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UBHC1FM105 - EVENT MANAGEMENT

(Hotel Management and Catering Science - MDC)

(2024 Admission onwards)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

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

1. State the role of a 'Contingency Fund' in budgeting for an event? [Level:1] [CO1]
2. Implement cost control measures using budgeting software for a large conference. [Level:3] [CO2]
3. Examine the importance of feedback and survey tools in the post-event evaluation process. How do these tools contribute to future event improvements? [Level:4] [CO2]
4. Analyze the potential impact of poor marketing on an entertainment event like a concert. What are two possible consequences? [Level:4] [CO2]
5. Express the importance of matching the venue's ambiance with the style of the event. [Level:2] [CO3]
6. Implement the potential areas for improvement in event customer service. [Level:3] [CO3]
7. Determine how supplier coordination affects the overall success of event logistics. [Level:3] [CO3]
8. Conclude how IoT can improve venue operations and attendee experiences. [Level:2] [CO4]
9. Demonstrate how to implement emergency procedures during an event. [Level:3] [CO4]
10. Clarify the importance of reporting in the post-event evaluation process. [Level:2] [CO4]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

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

11. Clarify the primary goals of event management and explain how they contribute to the overall success of an event. [Level:2] [CO1]

12. Execute the significance of financial planning in the successful execution of an event. [Level:3] [CO2]
13. Explain the significance of event planning tools in the organization of different types of events. What tools are essential for effective financial planning and budgeting? [Level:2] [CO2]
14. Explain how each approach impacts project management and the vendor relationship. [Level:2] [CO3]
15. Examine the impact of mobile event apps on attendee engagement. What features are crucial for ensuring their effectiveness? [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)
