

20U251

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Name:

Reg.No:

SECOND SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH2 C03 - EVENT MANAGEMENT

(Hotel Management & Catering Science - Complementary Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

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

1. Define the term Events.
2. Write the characteristics of special events.
3. What do you mean by customization?
4. What is the role of Food and Beverage in overall scheme of conference or meetings?
5. What do you mean by organizing an event?
6. Do you think that the needs of a business traveller are different from a tourist. Explain how.
7. Who performs the site selection process? Why it holds crucial position in list of sponsoring organisation's activities?
8. How would you develop a marketing plan for an exhibition?
9. What do you mean by communication?
10. What is E-media?
11. Discuss the primary purposes of a trade fair.
12. Name any two international travel trade shows.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

Answer *all* question. 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. What are the functions performed by event organizer?
16. Write a short essay on crisis management.
17. What are pricing strategies in event management?
18. Write the pre requisites of Olympics.
19. Give detailed note on PATA Travel Mart.

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *ten* question. Each question carries 10 marks.

20. Explain the role of events in tourism industry.
21. Describe the role played by an event management team.

(1 × 10 = 10 Marks)
