

21U254

(Pages: 2)

Name:

Reg.No:

SECOND SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2022

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH2 C03 - EVENT MANAGEMENT

(Catering Science & Hotel Management - Complementary Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

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

1. Give any two examples of events.
2. What do you mean by event design?
3. What is costing?
4. How was the profession of meeting planning evolved?
5. How site selection process holds crucial position in list of sponsoring organisation's activities?
6. What do you mean by staffing?
7. What are the skills to be possessed by an event manager?
8. Where would you look for business traveller clientele?
9. What are the public relation strategies?
10. What do you mean by staffing in event?
11. What is broadcast Media?
12. Define the term trade shows.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

Answer *all* questions. Each question carries 5 marks.

13. Explain the aims of an event.
14. Briefly explain the steps involved in organizing a sports event.

15. Explain the importance of venue in event management.
16. What are the technology related risks involved during an event?
17. What are the points to be considered at the time of including entertainment in corporate event?
18. How will you evaluate the performance of an event?
19. Write the pre requisites of Olympics.

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. Explain the role of events in tourism industry.
21. Discuss the skills required to be possessed by an event manager.

(1 × 10 = 10 Marks)
