

**22U249**

(Pages: 2)

Name: .....

Reg.No: .....

**SECOND SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2023**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BSH2 C03 / CC20U BSH2 C03 - EVENT MANAGEMENT**

(Catering Science and 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. Write the nature of Educative/Academic events.
2. Write any four aims of an event.
3. What do you mean by carrying out?
4. Do you think that the concept of sustainability can also be applied to MICE tourism.
5. What do you mean by planning in event?
6. What do you mean by risk management?
7. What is the significance of on-site registration?
8. What do you mean by market segmentation?
9. How would you develop a marketing plan for an exhibition?
10. What do you mean by communication?
11. What is Print Media?
12. Discuss the functions of a show manager.

**(Ceiling: 20 Marks)**

**Part B (Short essay questions - Paragraph)**

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

13. Briefly explain the steps involved in organizing a sports event.
14. Discuss on organizing committee in event management.
15. Explain the role of entertainment in event management.
16. What are the points to be considered at the time of including entertainment in corporate event?
17. What are the post convention activities? Explain the role of "performance appraisal."

18. Write the pre requisites of Olympics.
19. Give detailed note on PATA Travel Mart.

**(Ceiling: 30 Marks)**

**Part C (Essay questions)**

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

20. What are the basic elements to be defined in an event?
21. What are the job responsibilities of an Events Coordinator?

**(1 × 10 = 10 Marks)**

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