

D 113420

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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION
NOVEMBER 2024**

Hotel Management and Culinary Arts
BSA 1FM 105—EVENT MANAGEMENT
(2024 Admission onwards)

Time : One Hour and a Half

Maximum : 50 Marks

Section A

*Answer all questions.
Each question carries 2 marks.
Ceiling 16 marks.*

1. What are two key elements to include in a post-event report ?
2. What is the significance of special events in the hospitality industry ?
3. Define special events and provide an example.
4. What are the strategies for effective cost management during an event ?
5. Mention two tools used for gathering post-event feedback ?
6. Write two features of typical event management software ?
7. Give two examples of corporate events and their objectives ?
8. How does a clear team structure impact event planning efficiency ?
9. Name the key components of an event budget ?
10. Mention two tools used in the planning phase of an event ?

Section B

*All questions can be answered.
Each question carries 6 marks.
Ceiling 24 marks.*

11. What are the benefits of using budgeting software in event planning ? Provide examples of tools that help in budget management.
12. Explain how maintaining good vendor relationships impacts the success of future events. Mention ways to foster these relationships.

Turn over

13. Comment on the importance of contingency planning in event management ?
14. Briefly Explain the significance of timelines and schedules in the event management process ?
15. Explain how an event manager can implement real-time problem-solving techniques during an event ?

Section C

*Answer any **one** question.*

The question carries 10 marks.

16. Evaluate the impact of technology on modern event management in planning, executing, and managing events ?
17. Explain the role of event logistics in the success of an event and how effective logistics planning can enhance guest experience and operational efficiency ?

(1 × 10 = 10 marks)