

C 22085

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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Hotel Management and Catering Science/Culinary Arts

BSH/C 2C 03—EVENT MANAGEMENT

(2021 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 2 marks.**All questions can be attended.**Overall Ceiling 16.*

1. What is the concept of Event Management ?
2. Describe PATA.
3. What is unique in convention centres as a meeting venue ?
4. Describe External Reach ?
5. Explain Street Promotion.
6. What is EMAP ?
7. What is the aim of IITM ?
8. What is SWOT ?
9. What do you mean by event committee ?
10. What are the three features of services marketing ?
11. What is event budget ?
12. What is Event Management ?

(8 × 2 = 16 marks)

Turn over

Section B

*Answer at least **four** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 24.

13. Mention the different categories of Events.
14. Discuss characteristics of Events.
15. What are the five different defined stages the group tend to go through ?
16. Describe Virtual meetings and technology in MICE.
17. Write a note on KTM.

(4 × 6 = 24 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

18. Discuss the need for event management.
19. What are the importance and benefits of Fairs ? Explain.
20. Describe the need and importance of Visual Electronic Communication.
21. Classify Events. Explain Types of events.

(2 × 10 = 20 marks)