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C 4381

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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Hotel Management and Catering Science

BSH/C 2C 03—EVENT MANAGEMENT

(Common for Culinary Arts and Catering Science)

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. Enlist the three features of services marketing ?
2. What is AIDA ?
3. What is Feasibility ?
4. What is Promotion ?
5. Define Proposal.
6. What is a Runsheet ?
7. What is Event Management ?
8. Define Reach.
9. The Acronym of MICE ?
10. What are the different forms of Advertising ?
11. What is WTM ?
12. Define Event.

(8 × 2 = 16 marks)

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Section B

*Answer at least **four** questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 24.*

13. What are the characteristics of Events ?
14. Explain the skills required for an Event management Personal.
15. What is 5 C's of Events ?
16. Elucidate the history of PATA.
17. Explain Marketing Equipment's and Tools.

(4 × 6 = 24 marks)

Section C

*Answer any **two** questions.
Each question carries 10 marks.*

18. Classify Events. Explain Event sizes.
19. MICE as a Tourism. Justify.
20. Explain the Importance of Customer care.
21. Explain the role played by C11 in promoting tourism. Elaborate its function.

(2 × 10 = 20 marks)