

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
MAY 2019****B.Sc. Hotel Management and Catering Science/B.Sc. Hotel Management and  
Culinary Arts****BSH/C 2C 03—EVENT MANAGEMENT.****(Common for Culinary Arts and Catering Science)****(2017 Admissions)****Time : Three Hours****Maximum : 80 Marks****Section A***Answer all questions.**Each question carries 1 mark.*

1. \_\_\_\_\_ are events which draw a big audience and serve to improve relationships among nations.
2. The first "C" involved in event management.
3. State True or False. One of the secondary goals of sponsorship can be to support dealers and intermediaries.
4. Which is the World's Leading Travel Trade Show ?
5. Who prepare worker schedules and ensure that the workers follow safety rules in an event ?
6. Expand FITUR.
7. Say True or False: Sports events include any function or gathering initiated and organised by a political organization.
8. \_\_\_\_\_ is India's leading and most dynamic event management company.
9. \_\_\_\_\_ has the largest reoccurring Press Center in the UK.
10. \_\_\_\_\_ is the process which identifies aims and objectives, and establishes the methods, and establishes the methods of achieving them.

**(10 × 1 = 10 marks)****Section B (Short Answer Questions)***Answer any eight questions.**Each question carries 2 marks.*

11. Define BTL Promotion.
12. What do you mean by galas ?

**Turn over**

13. Define Segmentation.
14. What is strategic planning.
15. What do you mean by tabletops ?
16. Who is a client ?
17. What do you mean by fundraising goal ?
18. Name any two international events.
19. What do you mean by outdoor event ?
20. What are Political Events ?

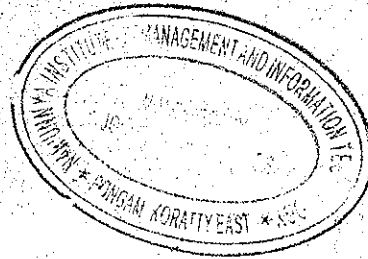
(8 × 2 = 16 marks)

### Section C

*Answer any six questions in short paragraph.*

*Each question carries 4 marks.*

21. Explain the five C's of event management.
22. Write down the importance of event designing.
23. Bring out the various components of an event.
24. Give brief note on post event tasks.
25. Explain the steps involved in organizing conference.
26. Give short note on participants management.
27. Write short note on event evaluation.
28. Give detailed note on the benefits of trade fairs.



(6 × 4 = 24 marks)

### Section D

*Answer any two out of three questions. Essay Type.*

*Each question carries 15 marks.*

29. Discuss the socio-cultural impact of conducting an event.
30. Critically evaluate the role of ICPB in event management.
31. Discuss the growth of event management in India.

(2 × 15 = 30 marks)