

C 43183

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2023**

Hotel Management and Catering Science/Culinary Arts

BSH/C 2C 03—EVENT MANAGEMENT

(2019—2022 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer any ten from the following questions.*

1. What is a consumer show ?
2. What do you mean by concurrent session ?
3. Explain “FITUR” ?
4. What is serpentine setup ?
5. What is Drayage in event planning ?
6. Explain the term No-show.
7. Explain LED ?
8. What is the job of an event concierge ?
9. Who is event spectator ?
10. What do you mean by brain storming ?
11. Explain conference pack.
12. What is early bird registration ?

(Maximum 20 marks)

Section B*Answer any four from the following questions*

13. What is Convention ? Explain the role of conventions in the tourism industry.
14. Explain MICE in detail.

Turn over

15. Explain the steps involved in event planning ?
16. What are the possible crisis situations one can face during events ?
17. Write a note on internet marketing ?

(Maximum 20 marks)

Section C

Answer any two from the following questions.

18. Discuss the various promotional methods in detail ?
19. Explain the importance and benefits of fairs.
20. Explain the 5 P's of event marketing.
21. Discuss the various types of events in detail.

(Maximum 20 marks)