

C 81795

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2020**

Hotel Management and Catering Science

BSH/C 2C 03—EVENT MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all questions.*

*Each question carries 1 mark.*

1. What type of events satiates the religious sentiments ?
2. The practice of incorporating business logic into labelling events, communicating events and managing events.
3. State True or False. Lobbying is referred to as outside public relations.
4. \_\_\_\_\_ is the process of planning a festival, ceremony, competition, party, concert or convention.
5. Who is entrusted with the task of successful conduct of the event ?
6. Expand IITM.
7. Say True or False Events involve facing an environment of risks and uncertainties.
8. Expand ATP.
9. International Brussels Travel Fair is held in the month of \_\_\_\_\_.
10. The largest events are called \_\_\_\_\_ events.

(10 × 1 = 10 marks)

**Section B (Short Answer Questions)**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. What is a trade show fair ?
12. Who is a spectator ?
13. What is event infrastructure ?
14. What is strategic alternative ?
15. What is internal communication ?
16. Define an event.

**Turn over**

17. Define Web technology.
18. Name any two events in Kerala.
19. What do you mean by indoor event ?
20. Define Social Events.

(8 × 2 = 16 marks)

### Section C

*Answer any six questions in short paragraph.  
Each question carries 4 marks.*

21. Write short note on event planning.
22. Write down the various method of pricing an event.
23. Bring out the various responsibilities of an event manager.
24. Explain the various equipments used in an event.
25. Explain the steps involved in organizing an exhibition.
26. Give short note on crisis management.
27. Write short note on event presentation.
28. Give detailed note on the role of World Travel Market.

(6 × 4 = 24 marks)

### Section D (Essay Type)

*Answer any two out of three questions.  
Each question carries 15 marks.*

29. Discuss the advantages and disadvantages of event management.
30. Explain the steps involved in planning a successful tourism event.
31. Discuss the steps involved in time management.

(2 × 15 = 30 marks)

