

D 103763

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2024**

Hotel Management and Culinary Arts/Catering Science

BSH/C 2C 03—EVENT MANAGEMENT

(2019—2023 Admissions)

Time : Two Hours

Maximum : 60 Marks

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

1. What is Backdrop ?
2. What is break out rooms ?
3. Explain the term “Lead time”.
4. Explain the term No-show.
5. What is Seminar ?
6. What is the job of a event concierge.
7. What is Buffet ?
8. Expand HDMI.
9. What is web cast ?
10. What is a virtual event ?
11. What is keynote of an event ?
12. Write short note on public relations ?

((Maximum 20 marks)

Section B*Answer any four from the following questions.*

13. What are the factors to be considered while planning and promoting an event ?
14. Write a note on exhibitions ?

Turn over

15. What is Convention ? Explain the role of conventions in the tourism industry.
16. Briefly discuss about sports events.
17. What are the factors to be considered to market MICE successfully ?

(Maximum 20 marks)

Section C

*Answer any **two** from the following questions.*

18. Discuss the various promotional methods in detail ?
19. What are the risks need to be considered while planning an event ? Explain each.
20. Define Events. What are different types of events ? Explain each.
21. Describe the role played by an event management team.

(Maximum 20 marks)