

D 12588

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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.H.A.

BHA 1C 01—EVENT MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. What is the meaning of venue ?
2. Define the term "Networking" in events.
3. Define the term "Board meeting".
4. What is leadership skill in event management ?
5. Define the term "Publicity".
6. What is the meaning of campaign ?
7. What is the meaning of "Risk of harm" ?
8. What does FITUR stand for ?
9. Write any *two* benefits of trade fair.
10. Give four examples of video electronic communication used in events.
11. What is virtual meeting ?
12. Define the term "Peer conference".
13. What is logistics in event planning ?

Turn over

14. Name any *four* duties of organizing team in event management.
15. What is a catered event ?

(10 × 3 = 30 marks)

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Write short note on street promotion.
17. What is the goal of risk management ?
18. Provide guidelines for event presentation.
19. Write the guidelines for procuring media attention.
20. Write short note on event catering.
21. Write short note on MICE tourism in India.
22. What are the five stages of group development ?
23. Write the importance of planning of event management.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. How will you make an event promotion a success ?
25. State the importance of travel industry fair.
26. Describe the key features of a successful advertising campaign of events.
27. Can MICE be a supplement for tourism ?

(2 × 10 = 20 marks)