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(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

B.H.A.

BHA 1C 01—EVENT MANAGEMENT

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A (Short Answer Type)*Each question carries 2 marks.**(Ceiling 25)*

1. Define Event.
2. What is Convention?
3. What is event planning ?
4. Who are Spectators ?
5. What do you mean by brand management ?
6. What are virtual events ?
7. What do you mean by event decoration ?
8. Define Communication.
9. Define time management
10. What are Checklists ?
11. Who is a Sponsor ?
12. What do you mean by public relation ?
13. Define leisure event.
14. What are Trade shows ?
15. Expand FITUR.

(25 Marks)

Turn over

Part B (Paragraph Type Questions)

*Each question carries 5 marks.
(Ceiling 35)*

16. Explain the five 'C's of successful Event Planning.
17. Point out the importance of creativity in event management
18. Give short note on programme scripting.
19. Explain the various activities of back stage management.
20. Bring out the importance of venue selection for an event.
21. How to organize a sports tournament ? Explain.
22. Explain the benefits of trade fairs and exhibitions.
23. Write short note on PATA Travel Mart.

(35 Marks)

Part C

*Write any **two** essay questions.
Each question carries 10 marks.*

24. Discuss the various steps involved in event planning.
25. Analyse the importance of communication in event management.
26. Evaluate the benefits of travel industry fairs.
27. Explain the major functions and activities of India Trade Promotion Organisation.

(2 × 10 = 20 marks)