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MAR IVANIOS COLLEGE (AUTONOMOUS) THIRUVANANTHAPURAM

Reg. No. :		Name :
	Third Semester B.Voc. Degree Examination, November 2015	
	First Degree Programme und	der CSS
	Skill Course – X (for Tourism & Hospit	ality Management)
	AUTH372: Event Manage	ment
.	3 II	M M 1 00

Time: 3 Hours Max. Marks: 80

SECTION - A

Answer ALL questions in one or two sentences.

- 1. Event management
- 2. Trade show manager
- 3. Public relations
- 4. MICE
- 5. Exhibitor
- 6. Government meeting planner
- 7. Festivals
- 8. Trade fair
- 9. Delegate
- 10. ICPB

 $(10 \times 1 = 10 \text{ Marks})$

SECTION - B

Answer any **EIGHT** questions, not exceeding a paragraph of **50** words.

- 11. What do you mean by event promotion?
- 12. Which are the major types of convention centres?
- 13. Describe the features of exhibition.

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- 14. Explain the role of Kerala Travel Mart in the tourism promotion in the state.
- 15. What do you understand by pre and post conference tours?
- 16. Mention the major needs of a business traveller.
- 17. Discuss in brief the importance of exhibitions and trade shows.
- 18. Explain the leadership traits and characteristics needed for event organizers.
- 19. Differentiate between corporate and independent meeting planners.
- 20. Mention the importance of dress code in events.
- 21. How are events classified?
- 22. Write a note on the major fairs of India.

 $(8 \times 2 = 16 \text{ Marks})$

SECTION - C

Answer any SIX questions, in a page of 100 words.

- 23. Explain the advantages of promotion of business tourism.
- 24. What are the responsibilities of a meeting planner?
- 25. Explain the steps in MICE planning.
- 26. Discuss the procedures to be followed when managing a marriage as an event.
- 27. Describe the budgeting formalities of an event.
- 28. Explain the documentation procedure in event management.
- 29. Write a note on the modern equipments used in today's meetings and conferences.
- 30. Discuss in brief the need for benchmarking in conventions.
- 31. Describe the key factors in the best event management.

 $(6 \times 4 = 24 \text{ Marks})$

SECTION – D

Answer any **TWO** questions, not exceeding four pages.

- 32. Describe the role of events in the promotion of tourism in a country.
- 33. Discuss in detail the various processes of event management.
- 34. Mention in detail the various types and forms of events.
- 35. Do you think sports events can boost tourism in India? Explain with case studies.

 $(2 \times 15 = 30 \text{ Marks})$