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Name :.....



MAR IVANIOS COLLEGE (AUTONOMOUS) THIRUVANANTHAPURAM

Third Semester B.Voc. Degree Examination, November 2016	
First Degree Programme under CSS	
Skill Course – X (for Tourism & Hospitality Management)	
AUTH372: Event Management	

Time: 3 Hours Max. Marks: 80

SECTION - A

Answer ALL questions in one or two sentences.

1. Define event management.

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- 2. Name the largest event in Hollywood.
- 3. What is event proposal.
- 4. What is the protocol of dress for occasions.
- 5. What are the different types of event audiences?
- 6. What is Umbrella event?
- 7. What is the core of event marketing?
- 8. What is event promotion?
- 9. What are the objectives of events?
- 10. Name a few possible risks associated with an event.

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

SECTION - B

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

- 11. Write down the various key elements of an event.
- 12. What do you mean by planning an event?
- 13. Explain the different types of events.
- 14. Mention the characteristics of events.

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- 15. What are the factors which helps to establish the objectives of an event?
- 16. Name the types of table and seating layouts for an event.
- 17. What is Gantt Charts?
- 18. How to select a venue for the event.
- 19. What do you mean by theme of an event?
- 20. Mention the guidelines for preparing a press release for the event.
- 21. What is the role of internet in event management?
- 22. What is the importance of events?

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

SECTION - C

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

- 23. Examine the structure of events.
- 24. What do you mean by property creation in managing events?
- 25. Mention the importance of event promotion and the components involved in event promotion?
- 26. Give an account of the technological innovations in event marketing.
- 27. Explain the duties and responsibilities of Event manager.
- 28. Mention the areas in which training is given to event staff.
- 29. Explain the procedures to be developed to meet the safety and security standards for an event.
- 30. Explain the unique characteristics of events.
- 31. What do you mean by Exhibition event? Explain its advantages.

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

SECTION - D

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

- 32. Identify the risks associated with events.
- 33. Explain in detail the various tools used for presenting information's to the clients.
- 34. Elucidate the various activities involved in the event management flow.
- 35. Mention the members involved in an event management team.

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