



**MAR IVANIOS COLLEGE (AUTONOMOUS)**  
**THIRUVANANTHAPURAM**

Reg. No. :.....

Name :.....

**Third Semester B.Voc. Degree Examination, November 2016**

**First Degree Programme under CSS**

**Skill Course – X (for Tourism & Hospitality Management)**

**AUTH372: Event Management**

*(for 2014 Admissions – Improvement Only)*

Time: 3 Hours

Max. Marks: 80

**SECTION – A**

*Answer ALL questions in one or two sentences.*

1. Define event.
2. Expand MICE.
3. What is protocol ?
4. Who is an event manager ?
5. Define event marketing.
6. In which year the KTM was launched ?
7. Define trade fair.
8. What is event programme ?
9. What is exhibition ?
10. Define Venue ?

**(10 × 1 = 10 Marks)**

**SECTION – B**

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

11. What are the entrepreneurship opportunities in event management ?
12. Write the significance of leadership in event planning.
13. What is a personal event ?

