



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

Reg. No. :.....

Name :.....

**Third Semester B.Voc. Degree Examination, November 2015**  
**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. 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 × 1 = 10 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.

P.T.O

