



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

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. Define event management.
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 × 1 = 10 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.

