



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-5/TTM-504D/2009-10**

**2009**

**EVENT MANAGEMENT – I**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

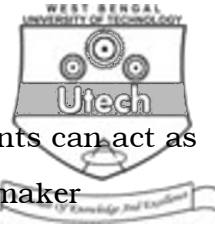
1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10

i) World Commonwealth Games 2010 will held in

- |           |                   |
|-----------|-------------------|
| a) Tokyo  | b) New Delhi      |
| c) London | d) none of these. |

ii) ICCA stands for

- a) International Congress Convention Association
- b) Indian Congress Convention Association
- c) Indian Congress Convention Agents
- d) International Conference Convention Association.



- iii) Depending on the different purposes events can act as
- a) animator
  - b) image maker
  - c) attraction
  - d) all of these.
- iv) Witnessing the Snake boat race in the Vembanad Lake in Kerala is witnessing a
- a) special event
  - b) hallmark event
  - c) mega event
  - d) private event.
- v) Event is a
- a) happening
  - b) product
  - c) activity
  - d) all of these.
- vi) CPA stands for
- a) Critical Policy Analysis
  - b) Central Policy Analysis
  - c) Critical Path Analysis
  - d) Central Police Academy.
- vii) Cannes famous for film festivals is situated in
- a) France
  - b) Germany
  - c) UK
  - d) Spain.
- viii) HICC, one of India's largest convention centre is in
- a) Delhi
  - b) Mumbai
  - c) Bangalore
  - d) Hyderabad.
- ix) Event is important for
- a) revenue generation
  - b) promotion of the destination
  - c) information
  - d) all of these.



- x) The last step you take while planning an event is
- a) organize program plans
  - b) implement plans
  - c) evaluate the event
  - d) feedback.
- xi) Cultural celebration is a part of
- a) private event
  - b) mega event
  - c) social event
  - d) public event.
- xii) RFP stands for
- a) Reverse Financial Planning
  - b) Request For Proposal
  - c) Required Future Planning
  - d) none of these.

**GROUP – B**  
**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Define event management. What are the characteristics of an event ?
3. Narrate the scope of event management in Indian context.
4. What do you mean by trade fair ? Mention the importance of trade fairs in India.
5. What makes an event unique ? Analyze its interesting features and the complexities attached with it.
6. Write in brief about the complexities of event.

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**GROUP – C**  
**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Discuss in detail the various steps involved in planning and managing an event.
8. Discuss the role of ICCA and ICPB in promoting and developing Indian conference industry.
9. What is an event ? How will you classify events ? Discuss the different typologies of events with suitable examples.  $2 + 4 + 9$
10. Describe in brief the critical path analysis for event planning with examples.
11. Write short notes on any *three* of the following :  $3 \times 5$ 
  - a) Conference management
  - b) Growth and development of events
  - c) Event Manager
  - d) Trade fairs and BNCCI.

