



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-5/TTM-504D/2010-11
2010-11
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 the following : $10 \times 1 = 10$
- i) World Cup Football Tournament can be labelled as a
 - a) Hallmark events
 - b) Mega events
 - c) Special events
 - d) Ordinary events.
 - ii) Travel & Tourism fair is an example of
 - a) Trade fair
 - b) Exposition
 - c) Reunion
 - d) Fund raiser.
 - iii) Wedding can be categorized as a
 - a) Private event
 - b) Religious event
 - c) Educational event
 - d) Sporting event.
 - iv) Olympic games fall under
 - a) hallmark event
 - b) mega event
 - c) special event
 - d) public event.



- v) The last step you take while planning an event is
- a) organize program plans
 - b) Implement plans
 - c) evaluate the event
 - d) feedback.
- vi) Cultural celebration is a part of
- a) private event
 - b) mega event
 - c) social event
 - d) public event.
- vii) Example of an religious event in India is
- a) Olympics
 - b) Konarak Dance festivals
 - c) Saraswati Puja
 - d) Parades of 26th January in New Delhi.
- viii) Events have a length.
- a) infinite
 - b) finite
 - c) nonstop
 - d) unlimited.
- ix) The Jawaharlal Nehru Cup boat race is considered as
- a) Mega event
 - b) Special event
 - c) Hallmark event
 - d) public-social event.
- x) Events has a unique quality of overcoming
- a) Price sensitivity
 - b) Seasonality
 - c) Pollution
 - d) Slow development.



GROUP – B

(Short Answer Type Questions)

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

2. What are the different characteristics and complexities of events ? Discuss them in detail.
3. Discuss the need of Trade fairs.
4. Define events. Give the importance of events for a destination.
5. Mention the personal characteristics of an event manager.
6. Mention the key steps of organizing an event.
7. What is Event Tourism ?

GROUP – C

(Long Answer Type Questions)

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

8. Give a detail typology of events – both general and planned public events.
9. Discuss the key steps to successful event planning and management.
10. Events have all round implications. Discuss the socio-economic impact of events.
11. What are the different skills needed to become a successful event practitioner ?
12. What are the socio-cultural & economical impacts of events like 'Festivals' & 'Trade shows' in the host community ?

