	Utech
Name:	
Roll No.:	To American Cyl Sameridge Stad Confered
Invigilator's Signature :	

## CS/BTTM/SEM-5/TTM-504D/2011-12 2011

#### **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) The Nehru snake boat race is considered as
  - a) special event
- b) hallmark event
- c) mega event
- d) none of these.
- ii) The famous Kumbh Mela can be termed as
  - a) special event
- b) hallmark event
- c) mega event
- d) none of these.

5333 [ Turn over

### CS/BTTM/SEM-5/TTM-504D/2011-12

iii)	The major complexities of events are			
	a)	one time occurance	b)	safety
	c)	security	d)	all of these.
iv)	Wedding can be catagories as a			
	a)	Private event	b)	National event
	c)	Sporting event	d)	none of these.
v)	Olympic game is termed as which event?			
	a)	Hallmark	b)	Mega event
	c)	Special event	d)	Public event.
vi)	Event have a length.			
	a)	finite	b)	infinite
	c)	non-stop	d)	never ending.
vii)	Cultural celebration is a part of event.			
	a)	private	b)	mega
	c)	social	d)	public.
viii)	Konark Dance festival is which of the following event?			
	a)	Hallmark	b)	Private
	c)	Social	d)	Mega.

5333 2



- ix) A private event is
  - a) Birthday celebration
  - b) Business meeting
  - c) Attending conference
  - d) All of these.
- x) World cup football is an example of
  - a) hallmark event
- b) ordinary event
- c) special event
- d) mega event.

#### **GROUP - B**

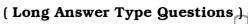
#### (Short Answer Type Questions)

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

- 2. What is event tourism?
- 3. Discuss the significance of events for the community.
- 4. Write notes on Hallmark and Mega events.
- 5. Differentiate between a trade fair and exhibition. Explain with suitable example.
- 6. Write down the characteristics of an event.

#### CS/BTTM/SEM-5/TTM-504D/2011-12

#### **GROUP - C**



Answer any three of the following.



- 7. Explain the importance of event management system.
- 8. How the travel and tourism forces influence the success of an event? Discuss.
- 9. Analyse the economic benefits of event.
- 10. Briefly discuss the key steps to successful event planning and management.

5333 4