



Name :

Roll No. :

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 × 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.



- iii) The major complexities of events are
- a) one time occurrence
 - 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.



- 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.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

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.

