



Name :
Roll No. :
Invigilator's Signature :

CS/BTTM/SEM-5/TTM-504D/2012-13

2012
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 of the following : $10 \times 1 = 10$
 - i) Tomatina festival is the hall mark event of
 - a) Germany
 - b) Spain
 - c) India
 - d) None of these.
 - ii) Dover lane festival is famous for
 - a) dance
 - b) folk art
 - c) music
 - d) none of these.
 - iii) The neheru boat race is considered as
 - a) Special event
 - b) Hall mark event
 - c) Mega event
 - d) None of these.
 - iv) The London Olympics would be a
 - a) Special event
 - b) Hallmark event
 - c) Mega event
 - d) None of these.



- v) The event that is involve huge money, area and media attention in the capacity of 1 million in metric system is termed as
- a) special b) mega
c) hallmark d) none of these.
- vi) Events where participants can showcase their talents and can interact directly with the customers are
- a) carnivals b) trade fairs
c) festivals d) none of these.
- vii) The famous Kumbh mela can be termed as
- a) special event b) hallmark event
c) mega event d) all of these.
- viii) The rio – carnival is the hallmark event of
- a) Mexico b) Chille
c) Brazil d) none of these.
- ix) The major complexities of events are
- a) one time occurrence b) safety
c) security d) all of these.
- x) PTO means
- a) Please try over b) Public transport office
c) Please turn over d) None of these.



GROUP – B

(Short Answer Type Questions)

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

2. Define events. Discuss the characteristics of event.
3. Discuss in details about tradefairs.
4. Write a note on hallmark and mega events.
5. How do you organize a Book fair.

GROUP – C

(Long Answer Type Questions)

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

6. You are working in an event management company. How will you plan a conference for a delegate of tourism professionals who would like to discuss the opportunities and threats related to tourism ? Give details of plan including the venue, tour, etc.
7. “Events have all round implications”. Comment on this statement with proper examples.
8. Write down the key steps to successful event. As a manager what will be your role to do so ? $5 + 10$
9. Categories the different special, hallmark and mega events of India.

