	Utech
Name :	A
Roll No. :	A Stange Of Exercising 2nd Exercises
Invigilator's Signature :	

CS / BTTM / SEPARATE SUPPLE / SEM-5 / TTM-504D / 2011 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 any *ten* of the following:

 $10 \times 1 = 10$

- i) MICE stands for
 - a) Meeting, Incentives, Conference and Events
 - b) Members, Identifications, Council and Education
 - c) both (a) and (b)
 - d) none of these.
- ii) GIFA is a / an
 - a) International Trade fair
 - b) National Trade fair
 - c) Regional Trade fair
 - d) none of these.

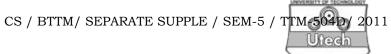
SS-25 [Turn over

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- iii) Event management
 - a) is the application of project management to the creation and development of festivals, event and conference
 - b) is rural tourism management
 - c) is managing different types of visitors
 - d) none of these.
- iv) Event planning process is usually broken down to two key processes. There are
 - a) significant planning and modular planning
 - b) strategic and operational planning
 - c) scientific and operational planning
 - d) all of these.
- v) Canton fair is held in
 - a) Singapore
- b) Dubai

c) China

- d) India.
- vi) Which of the following is the process of influencing people to accomplish scientific objectives?
 - a) Staffing
- b) Motivating
- c) Controlling
- d) Organizing.
- vii) In which of the following phase of strategic management, annual objectives are specially important?
 - a) Formulation
- b) Evaluation
- c) Implementation
- d) Management.
- viii) Selling includes all of the following marketing activities except
 - a) Advertising
- b) Pricing
- c) Sales Promotion
- d) Customer relations.



- ix) What is the *least* pressing in Maslow's Hierarchy of Needs?
 - a) Esteem needs
- b) Safety needs
- c) Physiological needs
- d) Social needs
- e) Self-actualization.
- x) Name one of the leading event management companies in India.
 - a) Midas

- b) Pinnacle
- c) Wizcraft
- d) All of these.
- xi) Who said, "Management is management of Men, Money, Machinery, Materials and Information"?
 - a) Kotlar

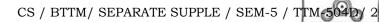
- b) Lui Philips
- c) Anonymous
- d) David Hadson.

GROUP – B (Short Answer Type Questions)

Answer any *three* of the following

 $3 \times 5 = 15$

- 2. What is event management? What are the scopes of event management in Tourism? Explain with suitable example.
- 3. What are the characteristics and complexities of events ? Explain.
- 4. Define business tours and incentive tours with example.
- 5. What are the various risks involved in event management? Discuss.
- 6. Write in brief about sponsors, organizers, customers & guests.



GROUP - C

(Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$

- 7. Give an account of growth and development of the event industry in India, and how does it help to make tourism development stronger?
- 8. Describe the Typology of planned events. What are the key steps to success of an event? Discuss with suitable example.

5 + 10

- 9. What are MICE ? What role does trade fairs & marts play to promote event management and tourism as well ? 8 + 7
- 10. What is event planning? What are the key characteristics of event planning? 6+9
- 11. Write short notes on any *two* of the following: $7\frac{1}{2} + 7\frac{1}{2}$
 - a) Pre-event responsibilities
 - b) Safety and Global Issues in Event Management
 - c) Checklist for different events
 - d) Nature and demand of Conference market.

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