



Name :
Roll No. :
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 × 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) GIFFA is a / an
 - a) International Trade fair
 - b) National Trade fair
 - c) Regional Trade fair
 - d) none of these.



- 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 × 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 ? 10 + 5

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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