



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-5/TTM-505D/2009-10**

**2009**

**EVENT MANAGEMENT – II**

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) ITPO stands for
    - a) Indian Tour Promotion Organisation
    - b) Indian Trade Promotion Organisation
    - c) Indian Travel Promotion Organisation
    - d) none of these.
  - ii) Which of the following City/Cities is/are the hub of Mice in India ?
    - a) Delhi
    - b) Mumbai
    - c) Bengaluru
    - d) All of these.
  - iii) IIFA awards 2009 was celebrated at
    - a) Macau
    - b) Amsterdam
    - c) Singapore
    - d) Bangkok.



- iv) Which of the following is *not* a mode of fund raising for events ?
- a) sponsorship                      b) coupon books  
c) food stall                         d) activity.
- v) The arrival of equipment, stage crew, staging materials, sound and lighting rigs and other various items of event set-up is termed as
- a) substitute goods                b) load-out  
c) load-in                             d) none of these.
- vi) An event attended by general public and its staged in several different geographic locations is known as
- a) mega show                        b) road show  
c) conference                        d) none of these.
- vii) Which is an authorized area for Exhibition and Fairs in Kolkata ?
- a) Howrah Maidan  
b) Maidan  
c) Milan Mela Ground  
d) Science City Auditorium.
- viii) EZCC stands for
- a) Eastern Zonal Culture & Centre  
b) Eastern Zone Culture Centre  
c) East Zone Culture Centre  
d) Eastern Zone Cultural Centre.
- ix) VAT is
- a) Venture And Taxation  
b) Value Added Tax  
c) Very Attractive Tax  
d) Velocity Added Tax.



- x) PCO stands for
- a) Personal Conference Organiser
  - b) Professional Conference Organiser
  - c) Professional Concert Organisation
  - d) none of these.
- xi) A formal meeting at which many specialists deliver brief addresses on a pre-decided topic is known as
- a) seminar
  - b) symposium
  - c) workshop
  - d) none of these.
- xii) The minimum number of delegates for attending a conference is
- a) 150
  - b) 200
  - c) 180
  - d) 80.
- xiii) Arrangements of Fire extinguisher, Police information, Liquor control are the measures of a
- a) Risk Management
  - b) Sponsorship Management
  - c) Destination Management
  - d) None of these.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. State the checklist for conference planning.
3. How do the needs of business travellers differ from the needs of holiday makers ?
4. What are exhibitions ? Discuss the role of an exhibition manager. 2 + 3

CS/BTTM/SEM-5/TTM-505D/2009-10



5. Discuss the role of Public Relation ( PR ) in organizing an event.
6. Write about the social impact of events.

**GROUP – C**  
**( Long Answer Type Questions )**

Answer any *three* of the following. 3 × 15 = 45

7. What is an incentive tours ? Design an incentive tour package for any corporate group. 3 + 12
8. What are the risks in organizing an event ? Mention the steps to control the same. 15
9. What do you think are the components of Event Management ? Explain the role of Organizers, Sponsors, Customers etc. 5 + 10
10. How does MICE contribute in successful operations of a five star hotel ? 15
11. Write short notes on any *three* of the following : 3 × 5
  - a) MICE market in India
  - b) Sponsors
  - c) Risk
  - d) Conference designing.

