



Name :

Roll No. :

Invigilator's Signature :

**CS/BTTM/SEM-5/TTM-505D/2010-11
2010-11
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 the following : $10 \times 1 = 10$
- i) The minimum number of delegates attending a conference is
 - a) 150
 - b) 200
 - c) 180
 - d) 80.
 - ii) Geuting International Convention Centre (GICC) is situated in
 - a) France
 - b) Germany
 - c) Kuala Lumpur
 - d) Hong Kong.
 - iii) October first is celebrated in
 - a) India
 - b) Bangladesh
 - c) Pakistan
 - d) Munich, Germany.



GROUP – B

(Short Answer Type Questions)

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

2. How would you plan for an event ? Discuss in brief.
3. What are the demands of the conference market ? What efforts would you initiate to achieve it ?
4. Check list, planning schedule and actions agenda are all very important points which needs to be implemented for an successful event. Discuss in brief.
5. Discuss the various tours of events and their importance.
6. Describe the growth and development of the event industry.
7. What are Trade fairs ? Who usually patronize them ? How is tourism benefited from such fairs ?

GROUP – C

(Long Answer Type Questions)

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

8. Describe the components of MICE in details.
9. Define the scope of event management. How successful is event management in India ?
10. Describe the various characteristics and complexities of Event Management.
11. Who is an Event Manager ? What role does he play increasing an event successfully ?

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