	(Ulech)
Name:	<u>\$</u>
Roll No.:	In Stange (V. Stangeleige 2nd Excitored
Inviailator's Sianature :	

CS/BTTM/SEM-5/TTM-505D/2011-12

2011 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)

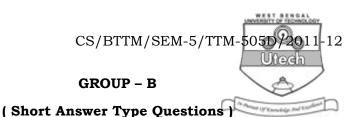
- 1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) MICE stands for Meeting. Incentive, Conference and
 - a) Exhibition
- b) Event
- c) Expedition
- d) None of these.
- ii) Geuting International Convention Centre (GICC) is situated in
 - a) France

- b) Germany
- c) Kualalampur
- d) Hong Kong.
- iii) ICCA stands for
 - a) Indian Conference and Convention Association
 - b) International Conference and Convention
 Association
 - c) India Conference and Convention Activities
 - d) None of these.

5432 [Turn over

CS/BTTM/SEM-5/TTM-505D/2011-12

				Suggio	
iv)	ICPI	3 was introduced in the	year	4	
	a)	1994	b)	1998	
	c)	2000	d)	None of these.	
v)	The	hotel from eastern	Ind	ia having facilities of	
	accommodating more than 1000 participants is				
	a)	Oberoi grand	b)	ITC Sonar Bangla	
	c)	Swasti Plaza	d)	Hotel Maurya.	
vi)	Inte	rnational Mango festiva	l is o	rganised every year in	
	a)	Lucknow	b)	New Delhi	
	c)	Mumbai	d)	Varanasi.	
vii)	Which one of the following is not a time share property?				
	a)	RCI	b)	IGGI	
	c)	Mohendra Holidays	d)	Nikko group.	
viii)	The abbreviation for TIM stands for				
	a)	Tourist Information Manual			
	b)	Travel Information Manual			
	c)	Tour Information Manual			
	d)	Tour Information Management.			
ix)	Headquarters AITPB is located at				
	a)	Mumbai	b)	Kolkata	
	c)	New Delhi	d)	None of these.	
x)	Hem	nis festival is observed	d in	which of the following	
	places?				
	a)	Manipur	b)	Mizoram	
	c)	Leh	d)	Tripura.	



Answer any three of the following.

 $3 \times 5 = 15$

- 2. What are the major responsibilities of an event manager?
- 3. Why is it essential to prepare a checklist of a conference?
- 4. What is an operation plan?
- 5. Describe the uniqueness of one time event.
- 6. Discuss the importance of 'Resource appraisal'.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following.

 $3 \times 15 = 45$

- 7. Define event planning. Discuss the nature and principle of event planning.
- 8. Write short notes on the following:
 - a) Meeting
 - b) Conference
 - c) Exhibitions.
- 9. Explain the importance of Comprehensive risk management plan.
- 10. Explain the role of sponsors in the success of an event.
- 11. Identify the key considerations for the conference program designing and discuss the importance of each.

5432 3