



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**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.



- iv) ICPB was introduced in the year
  - a) 1994
  - b) 1998
  - c) 2000
  - d) None of these.
- v) The hotel from eastern India having facilities of accommodating more than 1000 participants is
  - a) Oberoi grand
  - b) ITC Sonar Bangla
  - c) Swasti Plaza
  - d) Hotel Maurya.
- vi) International Mango festival is organised 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) Hemis festival is observed in which of the following places ?
  - a) Manipur
  - b) Mizoram
  - c) Leh
  - d) Tripura.



**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.

3 × 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 × 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.