



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-5/TTM-505D/2012-13  
2012**

**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 × 1 = 10

i) ITPO stands for

- a) Indian Tour Promotion Organisation
- b) Indian Trade Promotion Organisation
- c) Indian Travel Promotion Organisation
- d) International Trade Promotion Organization.

ii) IIFA awards, 2011 was celebrated at

- a) Toronto, Canada
- b) Singapore
- c) Amsterdam
- d) Bangkok.



- iii) MICE stands for — Meeting, Incentives, Conference and
- a) Event
  - b) Expenditure
  - c) Exhibition
  - d) None of these.
- iv) One of the most happy annual events of West Bengal is
- a) Durga Puja
  - b) Republic Day celebrations
  - c) Diwali
  - d) None of these.
- v) VAT is
- a) Venture and Taxation
  - b) Value Added Tax
  - c) Very Attractive tax
  - d) None of these.
- vi) EZCC stands for
- a) Eastern Zonal Cultural Centre
  - b) Eastern Zone Culture Centre
  - c) East Zone Culture Centre
  - d) Eastern Zone Cultural Centre.
- vii) In Kolkata one of the major convention centres which locates at
- a) Science City Auditorium
  - b) Kala Mandir
  - c) Maidan
  - d) none of these.



viii) PCO stands for

- a) Personal Conference Organiser
- b) Professional Conference Organiser
- c) Professional Concert Organisation
- d) None of these.

ix) A guide is an employee of

- a) Travel Agency
- b) Airlines
- c) Railways
- d) Self-employed person.

x) An event attended by general public and it staged in several different geographic locations is known as

- a) Mega show
- b) Road show
- c) Conference
- 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. Discuss the various tours of events and their importance.
4. Who are the sponsors in an event ?
5. Write about the social impact of events.



**GROUP - C**

**( Long Answer Type Questions )**

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

6. Write an essay on safety & Global Issues in Event Management.
7. Write an essay on nature and demand of conference market.
8. Who is an Event Manager ? What role does he play increasing an event successfully ?
9. Explain briefly the nature and trends of event market in general.

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