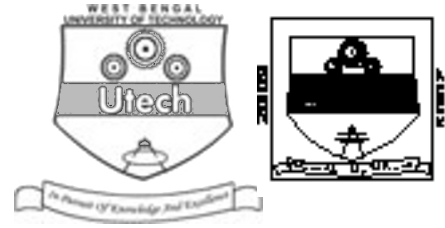


EVENT MANAGEMENT-III (SEMESTER - 6)

CS / BTTM / SEM-6 / TTM-605D / 09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS / BTTM / SEM-6 / TTM-605D / 09
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
EVENT MANAGEMENT-III (SEMESTER - 6)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

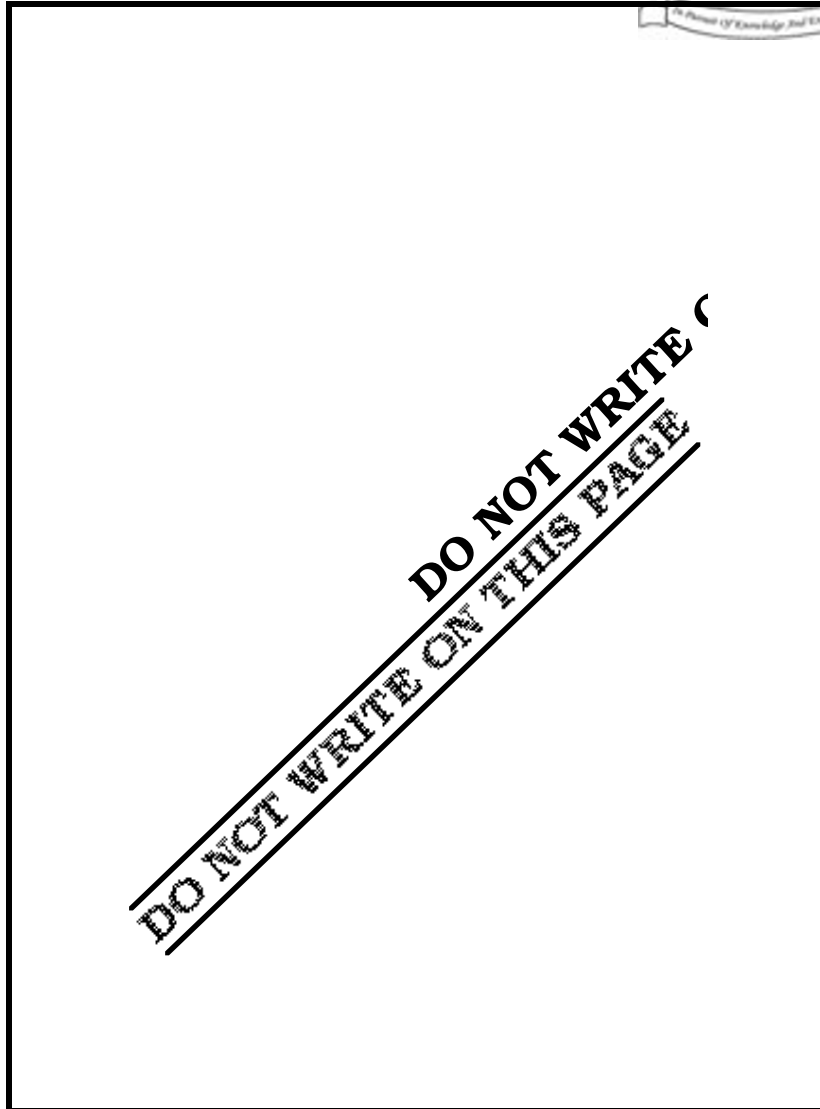
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A								Group – B				Group – C				Total Marks	Examiner's Signature
Marks Obtained																		

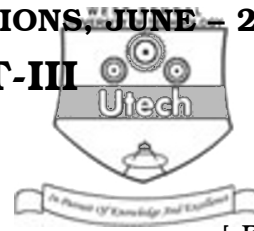
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Head-Examiner / Co-Ordinator / Scrutineer

6649 (03/06)





ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
EVENT MANAGEMENT-III
SEMESTER - 6



Time : 3 Hours]

[Full Marks : 70

GROUP – A**(Multiple Choice Type Questions)**

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10
- i) World Commonwealth Games 2010 will be held in
- | | | |
|-----------|-------------------|--------------------------|
| a) Tokyo | b) New Delhi | |
| c) London | d) none of these. | <input type="checkbox"/> |
- ii) ICCA stands for
- | | |
|---|--------------------------|
| a) International Congress Convention Association | |
| b) Indian Congress Convention Association | |
| c) Indian Congress Convention Agents | |
| d) International Conference Convention Association. | <input type="checkbox"/> |
- iii) Appu, the baby elephant is associated with which event ?
- | | | |
|-----------------------|-------------------|--------------------------|
| a) World Cup Cricket | b) Asian Games | |
| c) Commonwealth Games | d) None of these. | <input type="checkbox"/> |
- iv) SAARC Summit is a
- | | | |
|--------------------|---------------------|--------------------------|
| a) Political event | b) Diplomatic event | |
| c) Regional event | d) Sports event. | <input type="checkbox"/> |
- v) All International events that are to be held in India needs clearance from
- | | | |
|---------------------------------|---------------------------------|--------------------------|
| a) Ministry of Defence | b) Ministry of Enternal Affairs | |
| c) Ministry of Economic Affairs | d) None of these. | <input type="checkbox"/> |



vi) In order to improve the diplomatic relationship with Java, Govt. of India organised a Mega Tourism event "The Kalinga-Bali Yatra". This event was solely organised by

- a) Orissa Government b) Puri Municipality
c) Indian Navy d) Govt. of Bali.



vii) Snake boat festival is associated with

- a) Kerala b) Tamil Nadu
c) Karnataka d) Andhra Pradesh.

viii) The Mega Convention Centre of Kolkata is at

- a) Tata Centre
b) Science City
c) Fun City
d) Bengal National Chamber of Commerce and Industry.

ix) Spring festival of Bengal is associated with

- a) Maharshi Debendranath Tagore
b) Rabindranath Tagore
c) Dwarkanath Tagore
d) Upendra Kishore Roy Chowdhuri.

x) World Travel Mart (WTM) is held in

- a) Paris b) London
c) Istanbul d) New York.

xi) PCO stands for

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



5

GROUP – B**(Short Answer Type Questions)**Answer any *three* of the following questions.

3 × 5 = 15

2. Define Event Management. What are the characteristics of an event ? 2 + 3
3. What are the benefits of event tourism packaging ? 5
4. What are the various types of events ? Discuss any two of them 2 + 3
5. Do you consider an event as a catalyst for destination promotion ? Discuss with an example. 5
6. Events can bring negative impact on the local population. Discuss. 5

GROUP – C**(Long Answer Type Questions)**Answer any *three* of the following questions.

3 × 15 = 45

7. Discuss the marketing mix of an event with the help of an example. 15
8. Discuss the role of ICPB in promoting and developing Indian Conference Industry. 15
9. What is the role of an event manager ? What are the major considerations that an event manager must look into before planning for an event ? 6 + 9
10. What is crisis management ? How is it related with events ? Discuss about the various risk factors associated with events. 15
11. Briefly describe about 'London' as an international event market. Write in brief about any event of London. 10 + 5

 END