

Name :

Roll No. :

Invigilator's Signature :

**CS/BTTM/SEM-6/TTM-601D/2010
2010**

EVENT MANAGEMENT-III

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)

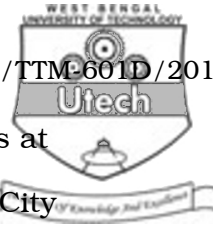
1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) MICE indicates
 - a) money initiative, creativity of energy
 - b) men in clear environment
 - c) meetings, Incentives, expositions & events
 - d) none of these.
- ii) The job of an event management company is to
 - a) supply labour
 - b) supply artists, manpower, expertise and execute the event with the help of a M.C./Anchor
 - c) arrange for logistical support of the hired company
 - d) none of these.



- iii) The national game of India is
- a) Kho-Kho
 - b) Kabbadi
 - c) Hockey
 - d) Football.
- iv) All International events that are to be held in India needs the clearance of
- a) Ministry of Defence
 - b) Ministry of Culture
 - c) Ministry of External Affairs
 - d) none of them.
- v) The next Olympics is to be held at
- a) London
 - b) Tokyo
 - c) Berlin
 - d) none of these.
- vi) New Delhi will host the next Commonwealth Games in
- a) 2010
 - b) 2012
 - c) 2011
 - d) none of these.
- vii) The Snake boat festival is associated with
- a) Kerala
 - b) Tamil Nadu
 - c) Karnataka
 - d) Andhra Pradesh.
- viii) The Ganga Sagar Mela is held on the day of
- a) Raksha Bandhan
 - b) Holi
 - c) Makar Sankranti
 - d) Janmastami.



- ix) The mega convention centre of Kolkata is at
- a) BNCCI b) Science City
- c) Salt Lake Auditorium d) Nicco Park.
- x) The I.T.B. is held at
- a) London b) Frankfurt
- c) Copenhagen d) Berlin.
- xi) 'Basanta Utsav' is held at
- a) Shantineketan b) Khajuraho
- c) Cuttack d) Delhi.
- xii) World Travel Mart is held in
- a) Paris b) London
- c) New York d) Istambul.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. What is the difference between an exposition and an exhibition ?
3. What points should one take care of while packing a event ?
4. How would you cite the differences between a convention and a conference ?
5. What is the role of an 'Event Manager' ?
6. Discuss the social impacts of events on the local community.

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GROUP – C

(Long Answer Type Questions)

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

7. How does variation in the marketing mix of an event enhances its value ?
8. Identify the crisis that are associated with any form of large scale event. How would you seek to solve them ?
9. Delhi is the event Capital of India. What steps would you initiate to make it the most happening event market ?
10. Discuss the major types of events in details.
11. How would you plan a social event of your institution ? Discuss stepwise.

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