



Name :
Roll No. :
Invigilator's Signature :

CS/BTTM/SEM-6/TTM-601D/2011

2011

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 the following :

10 × 1 = 10

- i) Marketing in event is
 - a) a concept & philosophy
 - b) a business process
 - c) a set of action
 - d) all of these.
- ii) The ICC Cricket World Cup falls under.
 - a) Hall mark event
 - b) Mega event
 - c) Public event
 - d) Speciality event.
- iii) Genting International Convention Centre (GICC) is situated in
 - a) Germany
 - b) Singapore
 - c) Kuala Lumpur
 - d) Hong Kong.



- iv) Events are occurrences, either planned or unplanned.
- a) Temporary b) Frequent
c) Permanent d) Regular.
- v) Tomato festival is celebrated in
- a) India b) Spain
c) Germany d) France.
- vi) ICCA headquarters is located in city of country.
- a) London, England
b) New Delhi, India
c) Amsterdam, Netherlands
d) None of these.
- vii) ICPB was conceived in year in India.
- a) 1978 b) 1988
c) 1980 d) 1985.
- viii) International Tourism Asia (ITA) was held in
- a) Bangkok b) Beijing
c) Jakarta d) Hong Kong.
- ix) Arabian Travel Mart (ATM) was held incity of country.
- a) Dubai - U.A.E. b) Doha - Qatar
c) Abu Dhabi - U.A.E. d) None of these.



- x) World Travel Mart was held in
- a) London
 - b) Paris
 - c) New York
 - d) Berlin.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What are the important PR and communication tools for events ?
3. What are the key considerations for a package on event tourism ?
4. What is the segmentation basis for event market ?
5. Discuss the key features of different categories of membership of ICPB.
6. How does communication mix work in case of event tourism ?

GROUP – C

(Long Answer Type Questions)

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

7. "Events are image makers". Explain in parlance to destination with relevant examples.
8. What are the different marketing mix tools in event marketing ? Discuss in detail.
9. Discuss the role of ICCA in the conference and convention business.

CS/BTTM/SEM-6/TTM-601D/2011



10. Explain the potentialities of Kolkata as an event tourism destination.
11. Write short notes on the following :
- Element of event marketing mix
 - Objectives of ICPB
 - Crisis management.
-