



Name :

Roll No. :

Invigilator's Signature :

CS/B.TTM/SEM-6/TTM-601D/2012

2012

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 from the following :

10 × 1 = 10

- (i) Travel and Tourism Fair is an example of
 - a) Trade fair
 - b) Exposition
 - c) Trade show
 - d) Conference.
- (ii) Olympic Games is an example of
 - a) Hallmark event
 - b) Mega event
 - c) Special event
 - d) Public event.
- (iii) MICE stands for Meeting, Incentive, Conference and
 - a) Exhibition
 - b) Expedition
 - c) Event
 - d) none of these.
- (iv) Taj Mahostav can be termed as
 - a) Hall mark event
 - b) Private event
 - c) Mega event
 - d) Special event.



- (v) Birthday parties are
- special events
 - private events
 - confidential celebrations
 - landmark events.
- (vi) The Desert festival takes place every year at
- Jaisalmer
 - Bijapur
 - Jaipur
 - Jodhpur.
- (vii) Konark festival is held every year at Konark, Orissa during
- 1st week of January
 - 1st week of December
 - 1st week of November
 - 1st week of July.
- (viii) ICCA was established in the year
- 1925
 - 1935
 - 1945
 - none of these.
- (ix) The hotel which is having the largest Convention Eastern India is
- Hotel ITC Sonar Bngra, Kolkata
 - Swosti Plaza, Bhubaneswar
 - Hotel Pataliputra, Patna
 - Mayfair Lagoon, Bhubaneswar.
- (x) International Kite festival is held at
- Mumbai
 - Delhi
 - Ahmedabad
 - Pune.

GROUP – B

(Short Answer Type Questions)

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

- Write a note on crisis management.
- Discuss the various objectives of ICCA.



4. Describe the unique features of international tourism event held at Berlin.
5. Differentiate a conference centre from a convention centre.
6. Discuss the importance of Public relation in Event Promotion.

GROUP – C

(Long Answer Type Questions)

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

7. Differentiate congress convention and conference. List the important issues to be considered while making a marketing plan of a convention centre.
8. What do you mean by segmentation ? Discuss the various segmentation bases for marketing an international event to be held at Kolkata.
9. Critically examine the prospects of Kolkata as an event tourism destination. Identify the major competitive destinations and state the advantages Kolkata is having in comparison to those destinations.
10. Discuss the role of ICCA in the promotion of conference and conventions world wide.
11. Write short notes on the following :
 - a) World Travel Mart
 - b) International Tourism Asia
 - c) Speciality Event.

