



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-6/TTM-601D/2013  
2013**

**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) Events have a ..... length.
  - a) finite
  - b) infinite
  - c) non-stop
  - d) never ending.
  
- ii) MICE stands for Meeting, Incentive, Conference and
  - a) Exhibition
  - b) Event
  - c) Expedition
  - d) none of these.



- iii) Geuting International Convention Centre ( GICC ) is situated in
- a) France
  - b) Germany
  - c) Kuala Lumpur
  - d) Hong Kong.
- iv) Religious event of India is
- a) Olympics
  - b) 26th January Celebration
  - c) Saraswati Puja
  - d) all of these.
- v) Event Management helps tourism sector
- a) directly
  - b) indirectly
  - c) both of these
  - d) none of these.
- vi) PCO stands for
- a) Personal Conference Organiser
  - b) Professional Conference Organiser
  - c) Professional Concert Organisation
  - d) None of these.
- vii) An event attended by general public and staged in several different geographic locations is known as
- a) Mega show
  - b) Road show
  - c) Conference
  - d) None of these.



viii) Inbound Event Tourism & Outbound Event Tourism mean travelling for watching events ..... & ..... the country respectively.

- a) outside, within                      b) within, outside
- c) both of these                        d) none of these.

ix) Germany, London, Hong Kong, Singapore etc. are suitable for

- a) MICE                                      b) all events
- c) only tournaments                      d) none of these.

x) For a musical consort ..... seating layout is perfect.

- a) Theatre style                            b) Round table
- c) U-shaped                                d) all of these.

xi) Which of the following is not a type of events ?

- a) Corporate                                b) Arts
- c) Community                              d) Product.

xii) The main PR activities are

- a) Lobbying and literature
- b) Sponsorship and publicity
- c) Publicity and event management
- d) Exhibitions and publicity.



**GROUP - B**

**( Short Answer Type Questions )**

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

2. Write about event tourism and suitable examples.
3. Write about ICCA.
4. Write about the responsibilities of an event manager.
5. Write about the social impact of events.
6. Differentiate a conference centre from a convention centre.

**GROUP - C**

**( Long Answer Type Questions )**

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

7. Explain the process of planning conventions. What are Key Resource Areas ( KRA ) in planning conventions ?
8. What do you mean by segmentation ? Discuss the various segmentation bases for marketing an international event to be held at Kolkata.
9. Write about MICE. What is the scenario of MICE in India ?
10. Write about Event Typology. Describe with suitable examples.
11. Which things do you keep in mind during an event ? What are the pre- and post-responsibilities of an event manager ?

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