

C 82439

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Name.....

Reg. No.....

SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

Hotel Management and Catering Science/Culinary Arts

BSH/C 2C 03—EVENT MANAGEMENT

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer any ten from the following questions.

1. Define Event.
2. What do you mean by event committee ?
3. What is Campaign ?
4. What is Publicity ?
5. What is MICE ?
6. What are the *three* features of services marketing ?
7. What is SWOT ?
8. What is Programming ?
9. What is PATA ?
10. What is meant by staffing ?
11. What is Event leadership ?
12. What is event budget ?

(Maximum 20 marks)

Section B

Answer any four from the following questions.

13. Explain the activities in Event Management.
14. The key to a successful marketing plan is "positioning." Comment.
15. What do you mean by Direct Interaction ?

Turn over

16. Explain types of Crisis.
17. Write a note on ITB.

(Maximum 20 marks)

Section C

Answer any two from the following questions.

18. What are five traditional techniques used to promote events ? Explain each of them.
19. Elaborate Planning of MICE.
20. Explain Visual Electronic Communication.
21. What are the importance and benefits of Fairs ? Explain.

(Maximum 20 marks)