G 5075 (Pages : 2) Reg. No.....

Name.....

B.VOC. DEGREE EXAMINATION, MARCH 2021

Fourth Semester

EVENT MANAGEMENT

(B.Voc. in Tourism and Hospitality/B.Voc. in Tourism and Hospitality Management)

[2014 Scheme]

Time : Three Hours Maximum : 80 Marks

Section A (Very Short Answer Questions)

Answer **all** *questions in* **one** *or* **two** *sentences each.*
Each question carries 1 *mark.*

1. What is a trade show ?
2. What is meeting ?
3. What is Exposition ?
4. What is Symposium ?
5. Who is a meeting planner ?
6. What is Fam trip ?
7. What is outsourcing ?
8. What is MICE tourism ?
9. What is deficit budget ?
10. What is incentive travel ?

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer any **eight** *questions in not more than* 50 *words each.*
Each question carries 2 *marks.*

11. What is SMART objectives ?
12. What is double-double room ?
13. What is a Ball room ?
14. Why seasonality is important to a planner ?
15. What is Copyright law ?
16. What is Sponsorship ?
17. What is event promotion ?

Turn over

18. What is event budgeting ?
19. Who is a successful leader ?
20. State the importance of dress code.
21. Expand WTTC.
22. What is cultural event ?

(8 × 2 = 16 marks)

Section C (Short Essay/Problems)

Answer any **six** *questions in not more than* 100 *words each.*
Each question carries 4 *marks.*

23. List out the careers in Event Management Industry.
24. What is electronic meeting ?
25. What are the steps involved in site selection for professional meeting ?
26. What is break-even analysis ?
27. Write a note on religious event.
28. Why public relation is important in event management ?
29. Examine the scope of event management in tourism.
30. What are the salient features of a good proposal ?
31. List out the basic facilities required for a convention centre.

(6 × 4 = 24 marks)

Section D (Long Essays)

Answer any **two** *questions in not more than* 400 *words each.*
Each question carries 15 *marks.*

32. Discuss the scope and importance of Event Management.
33. Examine the process involved in Event Management.
34. Explain the inter-relation between Event and Tourism industry.
35. Prepare a proposal for conducting 3 days tourism trade fair in Kerala.

(2 × 15 = 30 marks)