23123377

QP CODE: 23123377

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, MAY 2023

Fourth Semester

B.Voc Tourism and Hospitality Management

THM4ST04 - EVENT MANAGEMENT

2018 Admission Onwards

8C93629E

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is the role of competitive event in promoting tourism?
2. What is mission of an event?
3. What is the objective of entertainment event?
4. What are the points to be remembered while preparing a proposal?
5. Compare staging in business and religious events.
6. What is a trait?
7. How is management important in events?
8. How is staff of an event connected with registration?
9. What is record keeping?
10. Name any two entrepreneurship opportunities in event management.
11. What do you meant by trade fair?
12. Why promotion is necessary in event management?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain 5C's of event Management.
14. List the resources involved in the event.
15. What are the aims of an event?
16. Explain the code of ethics of an Event Management.
17. Who is involved in staffing of an event?
18. What will you consider for choosing the event site?
19. Discuss the role of sponsors in promoting an event.
20. Which are the world's leading travel trade show?
21. Write a short note on Internet Event Marketing.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the tools with regard to tourism promotion.
23. Give a description of dresscodes of personnel in event management.
24. Public relation is a key factor in event management. Elaborate it.
25. Explain interrelation between event and tourism industry.

(2×15=30)