QP CODE: 22103871

22103871

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, NOVEMBER 2022

Fourth Semester

B.Voc Tourism and Hospitality Management

THM4ST04 - EVENT MANAGEMENT

2018 Admission Onwards

7E32A6F9

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Explain the terms event management and event designing.
2. What is the aim of an event?
3. What is mission of an event?
4. What is the objective of socal event?
5. What is the importance of protocols in event management?
6. Write about the dresscode followed in religious events?
7. List out any two procedures to be followed in conducting of events.
8. What is the importance of registration in event management?
9. Give any two benefits of documentation used in event management.
10. What do you mean by Kerala Travel Mart?
11. What do you mean by conference?
12. Explain the promotional strategy for event management.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What are the different categories of event?

14. What are the key factors for the success of an event?

15. What are the requirements and constraints of an event?

16. Discuss the role, duties and responsibilities of stage manager.

17. Explain the characteristics of the best events.

18. How does an event is organized?

19. Explain the importance and scope of event budgeting in corporate sector.

20. Summarize the key experience of any mega event that you have attended.

21. Explain the Marketing and Promotion of an Event.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the tools with regard to tourism promotion.

23. Describe the procedures involved in staffing process in event management company.

24. What is the function of evaluation in event management?

25. Explain interrelation between event and tourism industry.

(2×15=30)