21102700

QP CODE: 21102700

Reg No : .....

Name : .....

B.VOC DEGREE EXAMINATIONS, OCTOBER 2021

Fourth Semester

B.Voc Tourism and Hospitality Management

THM4ST04 - EVENT MANAGEMENT

2019 Admission Onwards

4A41910B

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is the role of festival event in promoting tourism?
2. How is mission different from vision in the case of an event?
3. What is the objective of compettive event?
4. What do you know about planning tools?
5. On what all situations you follow protocol in event management?
6. Compare staging in entertainment and competitive events.
7. Write any two guidelines to be followed while conducting events.
8. What is sponsorship of an event?
9. List out any two event budgeting rules.
10. List out any two types of corporate events.
11. Why promotion is necessary in event management?
12. Why marketing is needed 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. Discuss the various sizes of events with suitable examples of events.

15. Write a brief note on developing the theme of an event.

16. Explain the process of staffing an Event.

17. Explain in brief the characteristics of Event management.

18. What do you understand by site selection? Explain the steps involved in site selection procedure.

19. Discuss in detail the Communication Plan of an event.

20. Discuss the meaning, need and purpose of space management in event management.

21. What is the significance of interpersonal relations in event management?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the concerns while preparing event proposals.

23. Distinguish between protocols and dresscodes in event management.

24. What is the role of budgeting in event management? Explain.

25. How trade fair is important in tourism?

(2×15=30)