



K23U 0418

Reg. No. : .....

Name : .....

VI Semester B.T.T.M./B.B.A. (AH)/B.B.A. (TTM) Degree (CBCSS – O.B.E. –  
Regular/Supplementary/Improvement) Examination, April 2023  
(2019 and 2020 Admissions)

Core Course

6B17TTM/BBA (TTM)/BBA (AH) : EVENT MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the following questions. **Each** question carries **1** mark. (6×1=6)

1. Define Event management.
2. How can we define MICE ?
3. What are the different types of events ?
4. What is meant by event logistics ?
5. What is the significance of dress code in event management ?
6. What is meant by event sponsorships ?

SECTION – B

Answer **any six** of the following questions. **Each** question carries **2** marks. (6×2=12)

7. Mention the essential criteria for selecting a Venue for an event.
8. What are the components of event budgeting ?
9. List the important protocols to be maintained in an event attended by the government representatives.
10. List the important documentation for conducting an event.

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11. What is the relevance of the aims and objectives of an event ?
12. List 5 major fairs of India and their importance to tourism.
13. What are the features of a cultural event ?
14. Describe the important features of a MICE with a suitable example.

**SECTION – C**

Answer **any four** of the following questions. **Each** question carries **3** marks. **(4×3=12)**

15. List the different processes for conducting an event.
16. Write a note on the leadership traits required for an event manager.
17. Mention the elements of public relations in event management.
18. Mention the features of meeting room configurations.
19. What are the factors that influence venue selection in an event ?
20. List down the marketing tools to be used for an event with a suitable example.

**SECTION – D**

Answer **any two** of the following questions. **Each** question carries **5** marks. **(2×5=10)**

21. Examine the scope of event management and its relevance to tourism development with suitable examples.
  22. Examine the entrepreneurial skills required to start an event management company and mention the procedures of setting up a start-up in event management.
  23. Explain the process of planning and organising an event based on promoting Onam festival as a tourism event.
  24. Describe the features of the major tourism trade fairs conducted in India with examples.
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