



K22U 0318

Reg. No. : .....

Name : .....

**VI Semester B.T.T.M./B.B.A.(AH)/B.B.A.(T.T.M.) Degree (CBCSS – OBE – Regular )  
Examination, April 2022  
(2019 Admission )  
Core Course  
6B17TTM/BBA(TTM)/BBA(AH) : EVENT MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

**PART – A**

Six 'short answer questions' to be answered in **one** or **two** sentences, which carry **1** mark **each**, with total mark **6**. **(6×1=6)**

1. Describe any one role of an event planner ?
2. Expand ICPB.
3. What is a convention ?
4. Define the term "Theme Parties".
5. What is Event Management ?
6. What is event evaluation ?

**PART – B**

**Six** of the Eight questions to be answered in **one** or **two** paragraph, which carry **2** marks **each**, with total mark of **12**. **(6×2=12)**

7. Describe the key factors of successful event management.
8. Describe major features of an event.
9. What is incentive travel and its importance in business ?
10. Why market research is important for a successful event management ?
11. What is the importance of "Time Lines" in event management ?

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12. Write a note on MICE Tourism in India.
13. Explain any two types of events and their scope.
14. Explain the importance of sponsorship in event management.

PART – C

**Four** of the six short essay questions to be answered in **150 to 200** words, which carry **3** marks **each**, with total mark of **12**. **(4×3=12)**

15. Explain the responsibilities of an event facility manager.
16. Explain the 5 Cs of event management.
17. Describe major support services of MICE.
18. What are the elements of good sponsorship ?
19. Define MICE tourism and explain the importance of MICE in Tourism in India.
20. Write the job description of an event director.

PART – D

**Two** of the four essay questions to be answered in **600 to 800** words, which carry **5** marks **each**, with the total mark of **10**. **(2×5=10)**

21. Explain the functions of event management.
22. Explain the techniques of event promotion.
23. Explain the process and techniques of organizing a successful event.
24. Do you think organizing events in a country will help to promote tourism ?  
Discuss.