

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

Bachelor of Tourism and Travel Management (Sem.-3)

INTRODUCTION TO EVENT MANAGEMENT

Subject Code : BTM304-18

M.Code : 76797

Date of Examination : 19-06-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

I. Write briefly :

- a) What is Event Management? Mention two needs of Event Management.
- b) What is organizing and staffing with respect to Event Management?
- c) State any four qualities of Event Manager
- d) What is Relationship Building? Mention any two ways of Relationship Building
- e) Write any three disadvantages of Personal Relationship
- f) What is Event Proposal? Mention any two types of event proposal.
- g) What is planning for corporate event?
- h) What is Invitation? Mention four components in Invitation
- i) Mention the permissions required to conduct an Event
- j) What is conference? Mention any two types of conferences

SECTION-B

2. Explain the scope of Event Management.
3. Explain the various legislation and tax laws applicable for an event.
4. Briefly explain the functions performed by event organizers.
5. Explain the basic steps of event blue print.
6. What are the purposes of conducting corporate events?

SECTION-C

7. Explain the various utilities to be provided at the event venue.
8. Define public relations and enumerate the tools of public relations.
9. What is event budget? What are the key factors to be considered while preparing the budget?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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SECTION-A

1) Write briefly:

- a) Define Event management.
- b) What is the scope of event?
- c) Why event planning is important?
- d) Define MICE.
- e) What is the importance of venue in Event Management?
- f) Mention the permissions required to conduct an event.
- g) What is an event budget?
- h) What is the importance of fairs?
- i) What do you mean by seminars?
- j) Define Reimbursements.

SECTION-B

- 2) What interpersonal skills are required for an event manager to effectively communicate?
- 3) Briefly explain the requirements of event manager.
- 4) What do you mean by event planning? List the benefits of event planning.
- 5) What kinds of people are involved in organizing an event?
- 6) Design a trade fair of your choice. How would you market the same?

SECTION-C

- 7) What are the different types of events? Elaborate with examples.
- 8) What are the roles and responsibilities of event manager in different events?
- 9) Explain the activities in Event Management.

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