

19. Describe the key points in event planning.
  20. Explain the micro, macro and internal environments in event marketing.
- 

**S.No. 1935**

**12UHM12**

(For the candidates admitted from 2012-2013 onwards)

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2017.**

**Fifth Semester**

**Hotel Management and Catering Science**

**EVENT MANAGEMENT**

**Time : Three hours**

**Maximum : 75 marks**

**PART A — (10 × 2 = 20 marks)**

**Answer ALL questions.**

1. Define ITPO.
2. What is a cultural event?
3. Name any two characters of an event.
4. What is "Brand Extension" in event management.
5. Name any two ancillary services in event management.
6. Who is a venue manager?

7. Name any one function of trade media in event management.
8. Define the term Hotel booking agencies in event management.
9. Who are the suppliers in event management concepts?
10. Name any two components of media coverage.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the economic impacts of exhibitions?

Or

- (b) Write a short note on consumer shows.

12. (a) Write the duties of exhibition manager.

Or

- (b) Under what headings budget are prepared for an Event?

13. (a) How ITPO promotes overseas exhibition?

Or

- (b) Write a short note on BSM (Buyer Seller Meet).

14. (a) Write the applications of checklist in a event management.

Or

- (b) Write the duties of volunteers in an event.

15. (a) Why sponsorship is important in event management?

Or

- (b) What facilities are provided to photographers while organising a sports event?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the main activities and services of ITPO.
17. Explain the concepts of event marketing.
18. Who are all potential partners in event management? What is their role?