

(6 pages)

Reg. No. :

Code No. : 6749

Sub. Code : HTME 21

MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, APRIL 2013.

Second Semester

EVENT MANAGEMENT AND MICE

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Each question carries 1 mark.

Choose the correct answer :

1. The most important information a meeting planner can determine prior to an event is:
 - (a) Past events held by the group
 - (b) Expected attendance
 - (c) The budget
 - (d) Group demographics.

2. The first area of expertise before becoming a special event consultant is
 - (a) Food and beverage
 - (b) Catering sales
 - (c) Convention services manager
 - (d) Marketing sales.
3. Convention center events are usually booked at least
 - (a) Eighteen months in advance
 - (b) Twenty-four months in advance
 - (c) Thirty-six months in advance
 - (d) Five years in advance.
4. ——— is the second stage in the event planning process.
 - (a) Negotiating
 - (b) Leadership
 - (c) Project Management
 - (d) Budgeting.
5. Budgeting an event, negotiating contracts, arranging the speaker, and organizing audiovisual needs is part of which stage of the event planning process?
 - (a) Research
 - (b) Designing
 - (c) Planning
 - (d) Coordinating

Page 2

Code No. : 6749



6. Which of the following is the most popular type of event site used?
- (a) Hotel / Resort (b) Convention center
(c) Banquet Hall (d) Club.
7. All of the following are types of meeting setups except:
- (a) Theater (b) Board Room
(c) Classroom (d) All of these.
8. Large meetings with some form of exposition or trade show are:
- (a) Clinics (b) Conventions
(c) Symposiums (d) Seminars.
9. The primary source of revenue for a meeting planner is
- (a) Registration fee (b) Exhibit fee
(c) Advertising fee (d) None of these.
10. Which of the following is not a type of meeting?
- (a) Workshops (b) Clinics
(c) Forums (d) Conference.

Page 3

Code No. : 6749

PART B — (5 × 5 = 25 marks)

Answer ALL the following either (a) or (b) questions.

Each questions carries 5 marks.

11. (a) Explain the major advantages of organizing road shows.
- Or
- (b) Write a note on the features of MICE tourism.
12. (a) List out the advantages of promoting events through internet.
- Or
- (b) Differentiate between conference and meeting.
13. (a) Briefly explain the characterized of trade fairs.
- Or
- (b) What are the key factors of best event management?
14. (a) Write a short note on convention centers.
- Or
- (b) What are the advantages of organizing exhibition?

Page 4

Code No. : 6749

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15. (a) What are the roles of travel agency in management of conference?

Or

- (b) List out the types of meeting.

PART C — (5 × 8 = 40 marks)

Answer ALL the following either (a) or (b) questions.

Each questions carries 8 marks.

16. (a) Explain different types of meeting planners.

Or

- (b) Write an essay on stage in project planning of MICE tourism.

17. (a) Explain impact of convention on local and national communities.

Or

- (b) Write an essay on major attributes of meeting planner.

18. (a) Tamilnadu is an ideal destination for MICE tourism. Explain.

Or

- (b) Human Resource Management is an integral part of organizing a successful event. Discuss.

Page 5

Code No. : 6749

19. (a) As an event manager, how would you prepare a suitable budget for a conference exhibition?

Or

- (b) Explain the role of information, communication and technology in organizing a conference.

20. (a) Explain the roles and functions of ICBI.

Or

- (b) Examine the role of events in promotion of tourism in India.

Page 6

Code No. : 6749

