

(6 pages)

Reg. No. : .....

Code No. : 7609

Sub. Code : HTME 21

MASTER OF TOURISM MANAGEMENT (CBCS)  
DEGREE EXAMINATION, APRIL 2016.

Second Semester

EVENT MANAGEMENT AND MICE

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Holding successful conference includes
  - (a) Master plan
  - (b) Site selection
  - (c) Analysis and Assessment
  - (d) Sponsors
2. An event attendees first impression is on
  - (a) Mental mood
  - (b) Environment
  - (c) Contact staff
  - (d) Quality

3. Which of the following is immeasurable in an event in advance?
  - (a) Facilities
  - (b) Staff attitude
  - (c) Food service
  - (d) Transport
4. Product in event marketing is
  - (a) Participant
  - (b) Programme
  - (c) Place
  - (d) Price
5. Greatest bi-product of event marketing is
  - (a) Public relation
  - (b) Public participation
  - (c) Public awareness
  - (d) Positioning
6. Incentive market \_\_\_\_\_ event management
  - (a) Push
  - (b) Pull
  - (c) Create value for
  - (d) Provide economic stability for

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7. Which of the following support incentive market for events?
- (a) Budget (b) Value  
(c) Both (a) and (b) (d) Meetings
8. Location of Convention management is
- (a) Hotels  
(b) Open arena  
(c) Convention centers  
(d) Beach resort
9. Example of sponsors for event management is
- (a) HNI (High Net worth Individual)  
(b) Trade unions  
(c) Political parties  
(d) State government
10. Which of the following is an example of event management?
- (a) Olympics opening ceremony  
(b) Opening of multiplex  
(c) Re-launch of existing product  
(d) Launch of Space craft

PART B — (5 × 5 = 25 marks).

Answer either choosing (a) or (b), each answer should not exceed 250 words.

11. (a) Write the importance of budgeting in Event management.  
Or  
(b) What is fixed and variable cost?
12. (a) Write short note on cause-related events.  
Or  
(b) Write note on different fare offered to promote event management.
13. (a) Write the history of ICCA.  
Or  
(b) Write the advantages of tele-conferencing in Event Management.
14. (a) Write the staff functions in event management.  
Or  
(b) Write a short note on corporate events.





15. (a) What is quality management in Event tourism?

Or

- (b) Write the functions of ICIB.

PART C — (5 × 8 = 40 marks)

Answer either choosing (a) or (b), each answer should not exceed 600 words.

16. (a) Write the origin and history of planned events.

Or

- (b) Write the relationship between culture and events.

17. (a) Explain the concept of "venue management".

Or

- (b) Event as animators – Archeological sites are referred so Why?

18. (a) Describe the following :

- (i) Planned event
- (ii) Special event.

Or

- (b) Explain :

- (i) Hallmark event
- (ii) Mega event.

19. (a) Festival is a public themed celebration – Explain.

Or

- (b) Explain parades and processions.

20. (a) Explain business and trade events with examples.

Or

- (b) Describe the term conclave and conferences with reference to tourism.
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