

Roll No.:

END SEMESTER THEORY EXAMINATION JANUARY-2021

Program:	Bachelor of Hotel Management	Year/Semester:	7th- Semester
Course/Subject:	Event Management	Duration:	03:00 Hrs
Course/Subject Code:	07010710	Maximum Marks:	40
		Batch:	2016

Instructions:-

1. Write Your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with diagram wherever required.

SECTION-A

(Very Short Answer Type Questions)

Note: All Questions are compulsory: -

[10X1=10 Marks]

S. No.	Question Write two line answer on the following terms:	Marks Allotted
1	Banners	1
2	Negotiation	1
3	Sponsors	1
4	Event Venue	1
5	Conference	1
6	Post event follow up	1
7	SWOT	1
8	Hoardings	1
9	Target Audience	1
10	Branding	1

SECTION-B
(Short Answer Type Questions)

Note: All Questions are compulsory: -

[3X2=6 Marks]

S. No.	Question	Marks Allotted
11	Define marketing mix.	2
12	Explain term crowd management.	2
13	Define charitable events.	2

SECTION-C
(Descriptive Answer Type Questions)

Note: All Questions are compulsory: -

[3X4=12 Marks]

S. No.	Question	Marks Allotted
14	Explain C's of events.	4
15	Explain skills of good event manager.	4
16	Explain advantages of events in hotels.	4

SECTION-D
(Long Answer Type Questions)

Note: Attempt any two: -

[2X6=12 Marks]

S. No.	Question	Marks Allotted
17	Explain importance of communication during event.	6
18	Explain few qualities of a good leader.	6
19	Explain role of media in success of events.	6