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Total Pages : 3

Roll No. -----

HM-402

Event Management

Master of Hotel Management (MHM)

4th Semester Examination 2023-24

Time: 2:00 Hours

Max. Marks: 35

Note : This paper is of Thirty Five (35) marks divided into (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contain Five (05) long-answer-type question of Nine and Half (9½) marks each. Learners are required to answer any two (02) questions only.

[2x9½=19]

P.T.O.

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- Q.1. What is the organization structure in an Event Management Company? Why do we need creative minds in such an organization?
- Q.2. Why do we need Sponsors? How can sponsorship be arranged for a Fashion Show?
- Q.3. What is understood by Back Stage Management in an event? How does good back stage management impact the business of event management companies?
- Q.4. Discuss the essential attributes for a quality event management professional.
- Q.5. How has G 20 helped Indian Tourism as an event? Give an example from your state of residence.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contain Eight (08) short-answer-type question of four (04) marks each. Learners are required to answer any four (04) questions only.

[4x4=16]

- Q.1. Write objectives of Event Management.
- Q.2. What is the Need for Blue Print of Function Area. Explain in detail.
- Q.3. What do you understand by Brand Management?

- Q.4. Write a note on India Trade Promotion Organization (ITPO).
- Q.5. How does Trade fair help in promoting a tourism destination? Explain.
- Q.6. How does feed back management help event management authorities to grow?
- Q.7. Plan an itinerary for tourists visiting Kumaon region in Uttarakhand for 10 days.
- Q.8. Budget Planning for a mega marketing event focused on Tourism promotion.
