

P-791

Total Pages : 3

Roll No.

HM-402

EVENT MANAGEMENT

Master of Hotel Management (MHM)

4th Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 35

Note : This paper is of Thirty Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer 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' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. Define Event Management. Also explain in detail the roles and responsibilities of event manager for conducting an event.
2. How does an event manager organize an event? Discuss the various phases involved in planning of event.
3. Define feedback. Also discuss the role and importance of different types of feedback in management of an event.
4. Write a note on Team Management? Also discuss the role and importance of leadership and communication in effective team management.
5. Define the term 'MICE'. Explain the different types of corporate events.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only. (4×4=16)

1. Mention any five qualities of event manager.
2. Explain the importance of event management.

3. List the duties of stage manager.
 4. Discuss the role of sponsors in promoting an event.
 5. What do you mean by Brain Storming?
 6. Explain the advantages of public relation in event management.
 7. Explain the importance of budget in event management.
 8. Give the meaning of conference.
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