

C690

Total Pages : 2

Roll No.

HM-402

Event Management

Master of Hotel Management (MHM-17)

4th Semester Examination, 2022 (June)

Time : 2 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2×10=20)

1. Define event management and categorize its types.
2. Elaborate the various event management activities.

3. What are the factors need to be considered while selecting a location for a particular event?
4. What should be the structure of an organization for managing an event?
5. What do you mean by Feedback management and also explain its measuring tools?

SECTION-B
(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only. (4×5=20)

1. Sample site plan.
 2. Factors affecting event planning.
 3. Brand management in event planning.
 4. Budgeting in event management.
 5. Necessity of time management while planning event.
 6. Event planning.
 7. Role of communication in event management.
 8. Sport event.
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