

# HM-402

## Event Management

Master of Hotel Management (MHM-17)

Fourth Semester, Examination, 2019 (June)

**Time : 3 Hours]**

**Max. Marks : 40**

**Note :** This paper is of Forty (40) marks divided into three (03) sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

### SECTION-A

#### (Long Answer Type Questions)

**Note :** Section 'A' contains four (04) long answer type questions of nine and half ( $9\frac{1}{2}$ ) marks each. Learners are required to answer any two (2) questions only.  
( $2 \times 9\frac{1}{2} = 19$ )

1. Discuss the meaning of need and purpose of space management.
2. What are the economic and socio cultural impacts on conducting events?

3. Explain the importance of event planning. State steps involves in event planning.
4. Discuss the latest trends in promotion in event.

### **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. Discuss in brief various areas of Budget Checklist for an Event.
2. Why is allocation of tasks for managing an event important?
3. What is the importance of venue in event management ?
4. List out few ways to raise funds for conducting events.
5. Enlist the qualities required in an Event Executive.
6. Discuss in details the steps involved in managing a Sports Event.
7. What do you understand by internal communication?
8. Write a short note on Post-Event tasks.

**SECTION-C**  
**(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of half ( $\frac{1}{2}$ ) mark each. All the questions of this section are compulsory. (10 $\times$  $\frac{1}{2}$ =05)

**Explain in one or two sentences**

1. Trade shows fairs.
  2. Multifaceted event.
  3. Leisure management.
  4. Galas.
  5. Time management.
  6. End to end tour.
  7. Convention.
  8. Client.
  9. ITPO.
  10. Tourism.
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