



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – June / July 2021

II Semester

Class : I UG
Major : Tourism

Time : 3 Hours
Max. Marks : 100

18BENI02 DSE - II Event Management

Part A

10 x 1 = 10

Choose the Correct Answer

1. Event manager must recruit personnel during which stage of an event Management plan? CO1 K4
 - a. Coordinating the event
 - b. Scheduling the event
 - c. Negotiating the contact of the event
 - d. Staging the event
2. Which of the following is NOT included in the MICE industry? CO1 K1
 - a. Meetings
 - b. Conferences
 - c. Exhibitions
 - d. Inventions
3. _____ is the second stage in the event planning process. CO2 K1
 - a. Planning
 - b. Research
 - c. Design
 - d. Evaluation
4. _____ among the following are the characteristics of the events. CO2 K2
 - a. Seasonality
 - b. Perishability
 - c. Intangibility
 - d. All the above
5. Major threats in the events are CO2 K1
 - a. chances for unexpected, favourable outcomes
 - b. seasonality
 - c. external factors that influences the event
 - d. large investment
6. The world's largest tourism trade fair ITB is held in CO3 K1
 - a. Dubai
 - b. Berlin
 - c. Shanghai
 - d. Tokyo
7. An exhibition organized for companies to demonstrate their latest products and service is CO3 K1
 - a. trade fair
 - b. conference
 - c. seminar
 - d. workshop
8. Event marketing is CO4 K2
 - a. tangible
 - b. a product
 - c. a service
 - d. a good
9. As an event organiser you are visiting the site of a new conference facility. The most effective way to prepare for the visit is by, CO5 K1
 - a. examining a site map
 - b. distributing staff business cards
 - c. following an inspection protocol
 - d. creating an inspection checklist
10. _____ among the following is the pre meeting activity. CO5 K1
 - a. Establish meeting objectives
 - b. Trouble shooting
 - c. People management
 - d. Executive Plan

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- | | |
|---|--------|
| 11.a. Write a note on ITB.
(or) | CO1 K2 |
| 11.b. 5 C's of events - Brief. | CO1 K5 |
| 12.a. Give an outline on convention venue and its importance.
(or) | CO2 K2 |
| 12.b. Describe the key role of event organizer in conducting successful events. | CO2 K5 |
| 13.a. Event Planning - Illustrate.
(or) | CO3 K4 |
| 13.b. Write the components of pre event activities in event management. | CO3 K4 |
| 14.a. Write the purpose of Trade shows and Exhibitions.
(or) | CO4 K2 |
| 14.b. Write the significance of site selection and its connection with successful event management. | CO4 K5 |
| 15.a. Write the role of accommodation in event management.
(or) | CO5 K3 |
| 15.b. Describe the role of Transportation in Event Management. | CO5 K3 |

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- | | |
|---|--------|
| 16.a. Write the classifications of Events with appropriate example.
(or) | CO1 K1 |
| 16.b. Discuss the role of Event designing in effective event management. | CO1 K2 |
| 17.a. Key elements in the event Industry - Write in detail.
(or) | CO2 K4 |
| 17.b. Explain the Post event activities in detail. | CO2 K1 |
| 18.a. Trade Fairs and its Economic impacts – Exemplify.
(or) | CO3 K4 |
| 18.b. Describe in detail about the responsibilities of Meeting Planners. | CO3 K1 |
| 19.a. Write in detail about the decisive role of Event marketing.
(or) | CO4 K5 |
| 19.b. Illustrate the importance of layout design and supportive services in events. | CO4 K2 |
| 20.a. Discuss in detail about the event Infrastructure for successful event management.
(or) | CO5 K1 |
| 20.b. "Coimbatore – One of the best event tourism destinations in South India" – Justify. | CO5 K3 |
