



**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

**Master's Degree Examination –June 2021**

**IV Semester**

**Class : II MBA**

**Major : Tourism and Travel Management**

**Time: 3 Hours**

**Max. Marks: 100**

**17MTAC21A Event Management**

**PART A**

**10 x 1 = 10**

**Choose the Correct Answer**

1. The process of planning and co-ordinating the event is usually referred to as an event \_\_\_\_\_ K2  
a. planning                      b. organising                      c. staffing                      d. controlling
2. The person who plans and executes the event is usually known as \_\_\_\_\_. K1  
a. event manager                      b. program co-ordinator  
c. Maitre d"hotel                      d. Foreman
3. Which of the following is not important in the evaluation of an event venue? K3  
a. cost                      b. ambience                      c. Access to wifi                      d. portals
4. Trade shows are usually \_\_\_\_\_ vents. K2  
a. Internal                      b. external                      c. unimportant                      d. unnecessary
5. Travel rewards that a company may provide are called K2  
a. meeting                      b. incentive                      c. conference                      d. exhibition
6. MICE includes meeting, incentives, conferences and \_\_\_\_\_. K2  
a. expos                      b. exhibitions                      c. evolutions                      d. entertainment
7. GMITE means Global Incentive and Travel \_\_\_\_\_. K2  
a. energy                      b. education                      c. exchange                      d. evaluation
8. DMC means Destination Management \_\_\_\_\_. K2  
a. company                      b. course                      c. category                      d. collaboration
9. Man power management is a part of K2  
a. organising                      b. staffing                      c. Co-ordinating                      d. controlling
10. Comparing actual performance with standards is K2  
a. organising                      b. staffing                      c. Co-ordinating                      d. controlling

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

**5 x 6 = 30**

- 11.a. Interpret the 5Cs of Events. K2  
(or)
- 11.b. Reproduce the meaning of Brand Building in Tourism. K1
- 12.a. What is in house Venue? Explain. K3  
(or)
- 12.b. Who is an event organiser and what are his duties? KJ4
- 13.a. Highlight any five major players in the event management industry specifying the services they offer. K3  
(or)
- 13.b. Give a brief on the history of meetings. K2
- 14.a. List out some guest materials to be supplied for a conference by a hotel where it is to be conducted. K3  
(or)
- 14.b. Contrast the importance of Transport and Accommodation in MICE planning. K4
- 15.a. Construct the Pre-event activities to be done. K4  
(or)
- 15.b. Develop the Post event activities to be done after conducting an event. K6

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

**5 x 12 = 60**

- 16.a. Appraise the evolution of Event Management. K5  
(or)
- 16.b. Categorise the types of Events. K4
- 17.a. Express the three stages of Media Campaigns for Events. K6  
(or)
- 17.b. Appraise why an event venue is important? K2
- 18.a. Compose the roles and responsibilities of Meeting Planners. K4  
(or)
- 18.b. Discuss some of the latest technologies used for Meetings. K4
- 19.a. Analyse what is sustainable planning for MICE. K4  
(or)
- 19.b. Summarize the government policies to be followed in MICE. K5
- 20.a. Devise the planning process for conducting an event. K6  
(or)
- 20.b. What is controlling? How is it important for Event Management? K5

\*\*\*\*\*