



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
Continuous Internal Assessment – I (February 2025)
Second Semester

Class : I MBA
Branch : Tourism Management

Time: 2 Hours
Max. Marks: 60

24MTAC07 – MICE and Event Management

Course Outcomes:

- CO1: Acquire knowledge on concepts of Events.
- CO2: Gain inputs on Event organizing and budgeting.
- CO3: Understand the practices in MICE and Women Entrepreneurship.
- CO4: Analyze world trade fairs.
- CO5: Analysing & Applying that events marketing knowledge & evaluating.

Part A
Choose the Correct Answer

6x1=6 Marks

1. Vasco da Gama departs for an India trip in_____. CO1K2
a. 1497 b.1498 c.1947 d.1948
2. The Economy is one of the most structures that ensure a were functioning_____. CO1K3
a. People b. Society c. Management d. Leadership
3. The Duty of event planner is book_____. CO2K1
a. Tickets b. Location c. Hotels d. Vehicle
4. Event that mainly focuses on establishes a_____. CO2K2
a. Budget b. Objectives c. Vision d. Mission
5. Exhibition is a trade show for promote the _____. CO3K3
a. People b. Work c. Product d. Client
6. Travel agency has the role of Informing_____. CO3K3
a. Offering Consultancy b. Offering Clients c. Offering Bonus d. Offering Wages

Part B
Answer ALL questions

3x6 =18 Marks

Each answer should not exceed 400 words or two pages

7. a. Illustrate in details with event evaluation in event management? CO1K1
(or)
7. b. Give a brief note on principle of event management? CO1K2
8. a. Explain in detail with event catering? CO2K2
(or)

8. b. Illustrate in details with classification on event management? CO2K4
9. a. Write a brief note on concept of MICE in details? CO3K1
- (or)
9. b. Illustrate in details with planning of Mice? CO3K3

Part – C

3x12=36 Marks

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Explain in details about 5' Cs of Event? CO1K3
- (or)
10. b. Illustrate in detail about Global Issues & key steps to a Successful Event? CO1K2
11. a. Explain in detail about Role & Functions of Event Management? CO2K3
- (or)
11. b. Illustrate in detail about Do's & Don't of Budgeting? CO2K4
12. a. Explain in detail with Role of Travel Agencies in Event Planner? CO3K2
- (or)
12. b. Explain in details with Characteristics of Conferences & Conventions?. CO3K2

Staff In charge : Dr. S. Bhuvaneshwari

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