

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2022  
(Fifth Semester)

Branch – HOSPITALITY MANAGEMENT

EVENT MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. The most important information a meeting planner can determine prior to an event is ....  
(i) Past events held by the group. (ii) Expected attendance.  
(iii) The budget. (iv) Group demographics
2. People who work for someone else is known as .....  
(i) Employer (ii) Employee (iii) Entrepreneur (iv) Contractor
3. .... is the second stage in the event planning process.  
(i) Planning (ii) Research (iii) Design (iv) Evaluation
4. Which of the following is the most popular type of event side used?  
(i) Hotel / Resort (ii) Convention centre  
(iii) Restaurant (iv) Club
5. MICE refers to .....  
(i) Meet, interact, converse and evaluate  
(ii) Meeting, Interactions, Communication and Entertainment  
(iii) Meetings, Incentives, Conferences, and Exhibitions or Events  
(iv) Mingle, Interact, Converse, Entertain
6. An event can be described as  
(i) A public assembly for the purpose of celebration, education, marketing or reunion  
(ii) A Movie making  
(iii) A Video editing  
(iv) Attending a large gathering
7. What are the 7 key elements of event management?  
(i) Event infrastructure, target audience, clients, event organizers, venue, media  
(ii) Guest list, target audience, clients, event organizers, venue, media  
(iii) Event infrastructure, money, clients, event organizers, venue,  
(iv) Event infrastructure, target audience,
8. Which department is responsible for the publicity of the event?  
(i) Hospitality department  
(ii) Programme coordination department  
(iii) Promotion coordination department  
(iv) Equipment department
9. Threats are .....  
(i) chances for unexpected, favorable outcomes  
(ii) strengths of the event  
(iii) opportunities of the event  
(iv) external factors that influence the event

Cont...

10. Event that are mass oriented and live telecasted are called .....
- (i) Competitive events
  - (ii) Seminars
  - (iii) Gala events
  - (iv) Hybrid events

**SECTION - B (25 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 5 = 25)

11. (a). State the objectives of event management.  
(OR)  
(b). Describe the characteristics of event.
12. (a). Bring out the significance of theme in an event.  
(OR)  
(b). Outline the points to be kept in mind while fixing the venue for event.
13. (a). Analyse the merits and demerits of banquets.  
(OR)  
(b). Explain the procedures followed in function booking.
14. (a). State the objectives of event marketing.  
(OR)  
(b). Describe the nature of logistics.
15. (a). Explain the method of handling bomb threat.  
(OR)  
(b). Analyze the need of emergency planning.

**SECTION - C (40 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

16. (a). Classify the types of events.  
(OR)  
(b). Elucidate the activities performed in event management.
17. (a). Point out the factors to be considered in designing of an event.  
(OR)  
(b). Analyse the concepts of events and method of developing it.
18. (a). Summarise the role of function catering in hotel industry.  
(OR)  
(b). Identify the types of functions, and their nature.
19. (a). Enumerate the stages involved in marketing.  
(OR)  
(b). Examine the performance standards expected in operations and logistics.
20. (a). Highlights the strategies applied in crowd management.  
(OR)  
(b). Outline the procedures to be followed in implementing emergency planning.

Z-Z-Z END