

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2023  
(Fifth Semester)

Branch – HOSPITALITY MANAGEMENT  
EVENT MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Identify on what the basis they classify the events.  
(i) Size, Type and Context (ii) Location  
(iii) Budget (iv) Chief Guest
- 2 Which department is responsible for publicity of the event?  
(i) Hospitality Department (ii) Promotion coordination Department  
(iii) Programme Department (iv) Equipment Department
- 3 Choose the most important skill for event management.  
(i) Organisational Skill (ii) Management Skill  
(iii) Marketing Skill (iv) All of these
- 4 Which of these is not an event management company?  
(i) WOW events (ii) Avian We  
(iii) Wizcraft (iv) 360 degrees
- 5 Point out the second stage in the evacuation process.  
(i) Train all staffs (ii) Planning  
(iii) Call for ambulance (iv) Be observant

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a List out the objectives of an event.  
OR  
b Highlight the key elements of an event.
- 7 a Retrieve the skills required for negotiating the best price of a product/event.  
OR  
b Outline the points to be considered while developing a concept for the theme of the event.
- 8 a Write a short note on the types of functions.  
OR  
b Enumerate your views on table plan, spacing and table set-up.
- 9 a Explain the nature of marketing.  
OR  
b Describe the functional areas of operations and logistics.

Cont...

- 10 a Discuss the procedure for handling bomb treat.  
OR  
b Describe crowd management? Outline the major risks and the methods to overcome them in crowd management?

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Enumerate the types of event.  
OR  
b Elucidate the factors considered while designing an event.
- 12 a Expound the steps involved in designing the event.  
OR  
b Conclude the result for SWOT analysis for conducting or organizing an event.
- 13 a Determine the revenue generating and non-revenue generating customers.  
OR  
b Write in detail about the functional equipment.
- 14 a Outline the importance of marketing.  
OR  
b Elaborate on the promotional tools used for marketing an event.
- 15 a Integrate the strategies that help to prevent deaths or injuries in a concert.  
OR  
b Discuss on brand building.

Z-Z-Z

END