

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 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. Identify the formal events where an individual expert addresses the audience followed by a question and answer session
 - (i) Workshops
 - (ii) Conventions
 - (iii) Lectures
 - (iv) Clinics
2. State the event that typically involve a general group session in a large auditorium
 - (i) Forums
 - (ii) Conventions
 - (iii) Workshops
 - (iv) Conferences
3. Find the event can be classified on the basics of
 - (i) Location
 - (ii) Size, type and context
 - (iii) Budget
 - (iv) Chief guest
4. Identify the term Embracing Egalitarianism
 - (i) Team work
 - (ii) Equality
 - (iii) Employee engagement
 - (iv) Motivation
5. Which of the following for the Informal banquet function meal starts?
 - (i) Starter
 - (ii) Soup
 - (iii) Sweet
 - (iv) Aperitifs
6. Identify the term function prospectus associated
 - (i) Room service
 - (ii) Banquets
 - (iii) Restaurant
 - (iv) Coffee shop
7. Mention the event management is considered one of the strategic
 - (i) Entertainment sector
 - (ii) Message deliver
 - (iii) Fun factor
 - (iv) Marketing and communication tool
8. Which department is responsible for the publicity of the event?
 - (i) Hospitality department
 - (ii) Program coordination department
 - (iii) Equipment department
 - (iv) Promotion coordination department
9. Identify the threats
 - (i) Opportunities of the event
 - (ii) External factors that influence the event
 - (iii) Strength of the event
 - (iv) Chances for unexpected, favorable outcomes
10. What is the need of a liaison officer?
 - (i) Promotes the event
 - (ii) Responsible for media coverage
 - (iii) Takes feedback from the event attendees
 - (iv) Acts as a communicator between client and event organization

Cont...

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 5 = 25)

11. a) Describe the characteristics of events.
(OR)
b) Point out the various types of event.
12. a) Interpret the concepts and designs of an event management.
(OR)
b) List out the various types of themes.
13. a) Bring out the equipments need for function catering.
(OR)
b) Categorize the various types of table plans.
14. a) Explain the nature of marketing.
(OR)
b) Appraise the performance standard in operation and logistics.
15. a) Discuss about the crowd management and evacuation.
(OR)
b) How will you implement the emergency procedure in an event?

SECTION - C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 8 = 40)

16. a) Elucidate the key elements of an event.
(OR)
b) Highlight the activities of event management
17. a) Explain the purpose of event management.
(OR)
b) Illustrate the points to be considered while designing the event.
18. a) Prepare a continental dinner menu for a birthday party.
(OR)
b) Elucidate the banquet booking procedure.
19. a) Interpret about the event marketing.
(OR)
b) List out the promotion tools used in event marketing.
20. a) Determine the key components of crowd management plan.
(OR)
b) Discuss the evacuation procedure and bomb threat.

Z-Z-Z

END