

SET-B

Department of Tourism and Travel Management

Central University of Jammu

MBA (TTM) SEM-III

Course Title: Event Management

Course No: PGTMM3F001T

Total Marks: 50

Time: 2Hrs

Section A

Note: Answer all questions. Each question carries 1.5 marks.

8X1.5

1. Which three of the following pieces of information are the most vital for potential event sponsors?

- (i) How much coverage the event will receive in the media
- (ii) Whether any celebrities will be involved in the event who can promote the sponsor directly
- (iii) Who will be taking part in the event?

(iv) What opportunities there will be for the sponsor to sell their products directly at the event?

(v) Who will attend the event?

- (a) (i), (ii), (iii) (b) (i), (iii), (v) (c) (ii), (iii), (v) (d) (ii), (iii), (iv)

2. What is the role of a financial plan in event planning?

(a) It gives an indication of the viability of an event, by balancing running costs against existing funds and event income

(b) It allows an event manager to assess whether the organization has sufficient up-front funding to cover all the event costs

(c) It provides a line by line breakdown of costs for every aspect of a prospective event

(d) None of the above

3. Why is it important to design events that have a high level of attendee absorption?

(a) Because it increases attendee participation

(b) Because it reduces the need for event managers to direct the event

(c) Because it increases the likelihood that an attendee will book for the event again in the future

(d) Because it increases interaction between attendees

4. Which of the following statements best describes the evolution of contemporary events?

(a) They are a modern phenomenon, linked to an industrial society

(b) They have their roots in ancient traditions and cultures

(c) They first began to emerge from American business conventions

(d) None

5. In what circumstances should risk assessments be carried out?

(a) Only when required by local legislation

(b) When instructed by a client

(c) In all circumstances

(d) When it is a contractual requirement for an event

6. Which group of event attendees requires special provision when planning for possible outbreaks of fire in a venue?

(a) Celebrity participants

(b) Attendees with mobility impairments

(c) Event sponsors

(d) Priority ticket holders

7. Which of these kinds of events has seen the most rapid recent growth in corporate hospitality?

(a) Soccer events

(b) Political events

(c) Cultural events and festivals

(d) Major League baseball

8. What is the key ambition of corporate events?

(a) To generate profits

(b) To build loyalty with the corporate event customer

(c) To provide networking opportunities

(d) To create a relaxing environment for staff

Section B

Note: Answer any three questions. Each question carries six marks.

3X6

9. Discuss the history and growth of events and event management as a body of knowledge.

10. Explain the basic considerations required for post event assessment.

11. Discuss about the Professional Meeting Planners.

12. Write note on: (a) WTM (b) PATA Travel Mart

13. Explain the different steps of event planning process.

14. Explain the meaning and characteristics of an event.

Section C

Note: Answer any two questions. Each question carries ten marks.

2X10

15. List three different ways of segmenting target markets and give examples of how these might be applied to a handicraft exhibition?

16. Explain the economic and social implications with the help of an example of an International event.

17. What are the five steps of the process for risk assessment? Identify five hazards associated with the spectators at an International Travel Trade Mart.