

TM154510A

Reg. No:.....

Name:.....

**M. T. T. M. DEGREE (C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV - CORE COURSE (TOURISM & TRAVEL MANAGEMENT)
TM4C20M – EVENT MANAGEMENT IN TOURISM**

Time: Three Hours

Maximum Marks: 75

**PART A
Short Answer Questions**

I. Answer any five questions. Each question carries 3 marks.

1. Define events. List out different types.
2. What are the objectives of a trade show?
3. What are the characteristics associated with a meeting planner?
4. Under what circumstances do hotels charge corkage fee?
5. What is an incident report?
6. Who are sponsors? What is their role in an event?
7. What are the various stages of group development?

(5x3=15)

**PART B
Short Essay**

II. Answer any six questions. Each question carries 5 marks.

8. Write briefly about some of the traditional and non-traditional venues used in hosting meetings.
9. Discuss the feasibility of event concepts and analyze the factors that contribute to feasibility of events.
10. Discuss briefly the nature of event marketing and explain the process.
11. Identify some of the security issues and brief plans to deal with such issues at the following events:
 - a) Wedding of a celebrity
 - b) Street party for New Year celebrations
12. Explain briefly different stages of event planning.
13. “Logistics is about getting things organised, getting people in the right place and tearing everything down” Comment.
14. What are specialized events? Briefly describe some difficulties and challenges in managing Indian weddings.
15. Discuss briefly major hazards that need to be considered during an event in relation to crowd management and evacuation.
16. What important aspects are to be considered by an event organiser before developing the theme? Elaborate on organizing conference meetings

(6x5=30)

PART C

III. Answer any two questions. Each question carries 15 marks.

17. As an introduction to an academic awards ceremony in the Town Hall, you have been asked to organise a performance by indigenous dancers. Unfortunately, the Town Hall is a large space, with limitations in terms of lighting effects. There will also be a significant difference between the requirements of the performance and the requirements of the awards presentation, which is a formal, traditional daytime event. Create a model of the stage setup for the dance programme. Remember that the set will have to be easily removed or somehow integrated with the awards presentation.
18. You and your friends are planning to have a party to celebrate the end of the college year. Your plan is to hold the party at the parking lot of the department's football stadium. But if it rains you will have to hold it in your garage. Invitation has been informal and you aren't sure how many students have actually been invited. A friend with a sound system has decided to bring it along and you have decided to charge everyone Rs. 50 to cover your costs. Another friend who runs a catering company will provide snacks and will charge Rs. 70 per plate.
- Is permission required to use the parking lot and if so, from whom?
 - What are the implications of charging an entry fee? Would you recommend this?
 - Should the police be told about the party?
 - What are the limitations on the use of a sound system, either at home or at the parking lot?
 - What would happen if the fault in wiring caused someone to be electrocuted?
19. Expand MICE. How does a meeting planner take care of pre-meeting, post-meeting and onsite meeting activities? Also describe different types of seating arrangements made during meetings.
20. Explain in detail the legal compliance requirement of an event. Also identify various bodies from which approval or support is required to stage an event.

(2x15=30)