

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024
2023 ADMISSIONS REGULAR
M.T.T.M SEMESTER III - CORE COURSE
TT3C12TM20 - MICE and Event Management

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight**(8x1=8)**

1. What is event management?
2. Evaluate the impact of technological advancements on the growth of business tourism.
3. Write a note on ICCA.
4. What do you mean by exhibition ?
5. Estimate any 3 world famous MICE destinations.
6. Write on 3 ICT tools.
7. what do you mean by event design and what are its benefits ?
8. What is event planning ?What are its benefits ?
9. Describe the role of technology in managing events efficiently.
10. Write down the skills required to be a good event planner.

Part B

II. Answer any Six questions. Each question carries 2 weight**(6x2=12)**

11. Write on any four features of MICE tourism.
12. Write a note on a)ICPB b)ICCA.
13. What is a venue? Explain the types of venues.
14. Write on 5 popular layouts of an event.
15. Discuss on the principles of event design.
16. Discuss the importance of technology in event management.
17. Write about evacuation procedure in an event ?
18. Discuss about the leadership skill required in an event staff.

Part C

III. Answer any Two questions. Each question carries 5 weight**(2x5=10)**

19. Write an essay on pre event research.
20. Discuss in detail about relevance and applications of IT in events.
21. Briefly explain 7 event planning process.
22. Explain the recruitment and selection process in HRM.