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TOURISM AND TRAVEL MANAGEMENT

QP : Meeting, Conference and Event Planner

Paper : TTM-VC-2016

(Meeting, Conference and Event Planner—I)

Full Marks : 60

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer the following as directed : $1 \times 7 = 7$

(a) Concert is a type of _____ event.
(Fill up the blank)

(b) Planning is a first stage of event management. (Write True or False)

(c) Feedback provides the opportunity to improve the quality of process.
(Write True or False)

(d) MICE stands for _____.
(Fill up the blank)

(2)

(e) Audio and Visual equipments are important equipments for an event.

(Write True or False)

(f) A way of holding one meeting at several locations at the same time through the use of video is known as _____.

(Fill up the blank)

(g) Exhibition is type of promotional event.

(Write True or False)

2. Answer the following in short : $2 \times 4 = 8$

(a) What is an event planning?

(b) What do you mean by event?

(c) What is a conference?

(d) What do you mean by event planner?

3. Answer any *three* of the following : $5 \times 3 = 15$

(a) What is work culture?

(b) What is the importance of budgeting in event management?

(c) What do you understand by event organizing? What is a personal event?

(3)

(d) Mention the skills required by event planner.

(e) Define management and event management.

4. Answer in detail any *three* of the following :
 $10 \times 3 = 30$

(a) Explain in detail the different types of events with suitable examples.

(b) What is communication? Explain the communication process and types of communication.
 $2 + 4 + 4 = 10$

(c) Explain in detail the different steps/stages of event planning and management.

(d) What is a teamwork? Mention the benefits of teamwork and its importance in event management.

(e) What are the allied services required for event management? Explain them briefly.
