

**2 0 2 2**

**TOURISM AND TRAVEL MANAGEMENT**

**QP : Meeting, Conference and Event Planner**

Paper : TTM-VC-2026

**( Meeting, Conference and Event Planner—II )**

*Full Marks : 60*

*Time : 3 hours*

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

**1. Answer the following as directed : 1×7=7**

(a) Person who organizes the event is known as \_\_\_\_.

(Fill in the blank)

(b) Mention two tourism events of India.

(c) Feedback provides the opportunity to improve the quality of process.

(State True/False)

(d) Product launch is a \_\_\_\_ event.

(Fill in the blank)

( 2 )

(e) Copyright is a type of \_\_\_\_.  
(Fill in the blank)

(f) CCTV is a security equipment needed to installed in every organization.  
(State True/False)

(g) Grievance cells are responsible for solving the employees' grievances in the organization.  
(State True/False)

2. Give short answers of the following questions :  $2 \times 4 = 8$

(a) Define event and event planner.

(b) Define meeting and corporate event.

(c) What is brand loyalty?

(d) What do you mean by etiquette?

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

(a) What is event management? Mention the skills required by an event planner.

(b) What is communication skill? Explain briefly the role of body language in communication process.

(c) Who is a customer? What do you mean by customer feedback?

( 3 )

(d) Define Intellectual Property Right. Mention the different types of IPR.

(e) What is personal hygiene? Explain the handwash procedure.

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

(a) Define event management and explain briefly the different types of event.

(b) Discuss in detail "Treat women equally and avoid gender discrimination in workplace".

(c) Discuss with suitable example "events play important role in tourism development".

(d) What is the importance of maintaining health and sanitation in hospitality and tourism areas? Also mention few ways to maintain the health and sanitation.

(e) What do you mean by personal grooming and positive body language? Explain its role in service industry.

\*\*\*