

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Voc. - END SEMESTER EXAMINATIONS APRIL - 2024

SEMESTER - IV

23UTTAT4004 - Event Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Briefly quote 5 Cs of Event Management.
2. List the components of an event checklist.
3. Interpret the attributes to be considered while budgeting for an event.
4. State the key dimensions of international travel and tourism fair (ITB) in Mumbai.
5. Describe the various table seating arrangements that can be applied during an event.
6. Relate the scope of event management in India with international level.
7. Determine the significance of corporate events.
8. Prepare an event emergency plan considering key dimension.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain the role of event Manager.
10. Classify the different types of event that are predominant in India.
11. Determine the steps involved in event planning.
12. Assess the influence of event management in promotion of MICE.
13. Recommend Crowd management techniques that can be adopted for effective event management.
