

# School of Hospitality

Tourism  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

## Sem IV - I1UA402B - Event Management In Tourism

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Define networking, negotiation, and interpersonal skills. Also, discuss their importance in Event Management Industry. K1 CO1 (5)
2. Outline the principles of portfolio design. K2 CO2 (5)
3. Write about the communication skills required for event management, using examples. K1 CO1 (5)
4. Outline what are the licenses and approvals required for event management? K2 CO2 (10)
5. What do you understand by the event (execution phase)? Describe the event execution phase in detail. K3 CO3 (10)
6. Discuss four 'consumer promotion tools' and four 'sales force promotion tools' that are useful for event organisers. K4 CO4 (10)

### OR

- Inspect on the contingency plan/emergency response plans (ERP) as tools used in risk prevention planning and its management. K4 CO4 (10)
7. List the steps in developing a strategic event plan. Also discuss (i) the purpose, vision and Mission statements, and (ii) Organising a team. K3 CO3 (10)
  8. Elaborate the role of Meetings, Incentives, Conferences and Exhibitions (MICE) in the Event industry. Illustrate your answer with suitable examples. K6 CO5 (15)

### OR

- Discuss the event services provided by Event Management Companies, Party Planners and Professional Event Organisers. K6 CO5 (15)
9. Discuss how do you categorize events based on the purpose to which they belong? Explain giving examples. K5 CO5 (15)
  10. Examine how you will conduct evaluation to measure performance analysis post event. K4 CO4 (15)