

## School of Hospitality

**Bachelor of Business Administration in Tourism and Travel  
Semester End Examination - Jun 2024**

**Duration : 180 Minutes  
Max Marks : 100**

### **Sem IV - I1UA402B - Event Management in Tourism**

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is the definition of an event, and how is event management defined? K1(2)
- 2) Explain how cultural considerations impact MICE event planning. K2(4)
- 3) What distinguishes dinner or tea parties from other types of household events? K2(6)
- 4) Describe the various opportunities available for individuals pursuing a career in event management. K3(9)
- 5) What are the essential components of event planning, and how do they contribute to a successful event? K3(9)
- 6) Discuss the ethical considerations that event management professionals need to take into account in their work. K5(10)
- 7) How can event planners leverage social media and digital marketing to enhance event promotion and engagement? K4(12)
- 8) Discuss the role of entertainment and activities in household events and their impact on guest engagement and enjoyment. K5(15)
- 9) How do event planners ensure effective communication and collaboration with vendors, sponsors, and stakeholders throughout the event planning process? K5(15)
- 10) Explain the role of technology and innovation in enhancing the planning and guest experience of household events. K6(18)