

D 130883

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2025

Tourism and Hospitality Management

SDC5TH24—E4 EVENT MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for Section A is 25.*

1. Define Event.
2. Name any *four* tourism events in India.
3. What do you mean by 'agenda' in event management ?
4. What is theme ?
5. Who is a host ?
6. What is a Symposium ?
7. What do you mean by backdrop ?
8. Who is a delegate?
9. Who is an Event sponsor ?
10. What do you understand by the term 'Branding' ?
11. What do you mean by capital budget ?
12. Define "souvenir".
13. What do you understand by 'post event evaluation' ?

Turn over

14. Name any *four* Special events.
15. What is event proposal ?

Section B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of marks for Section B is 35.

16. Write down the advantages offered by events.
17. Explain the importance of backdrop for an event.
18. Explain the key elements of event management.
19. Bring out the role of sponsors in event management.
20. Write down the necessary of program scripting in event management
21. What are the elements involved in Stage Management ?
22. What legal formalities and permissions are typically required from competent authorities for organizing an event ?
23. Why is it necessary to estimate the costs involved in organizing an event ?

Section C

*Answer any **two** questions not exceeding 400 words.*

Each question carries 10 marks.

24. Describe the main infrastructure and facilities required for organizing an event.
25. Explore the role of event planners and their responsibilities in the event management process.
26. How can event planners assess the effectiveness of their promotional campaigns ? Explain.
27. Discuss the challenges and potential risks involved in event planning and how event planners can mitigate them.

(2 × 10 = 20 marks)