Seat No: _____ **Enrollment No: _____**

PARUL UNIVERSITY

FACULTY OF MANAGEMENT

MBA Summer 2023 - 24 Examination

Semester: 04 **Date: 19/04/2024**

Subject Code: 06211252 **Time: 1:30pm to 4:00pm**

Subject Name: Advance aspects of Tourism and Event Management **Total Marks: 60**

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	Do as Directed.			CO	PO	Bloom's Taxonomy
A).	**Multiple choice type questions/Fill in the blanks. (Each of 1 mark)**		**(05)**	**1**	**1**	**1**
	1.Event staff who work for no pay are called					
	a) Casual staff	c) Volunteer staff				
	b) Part time staff	d) Event staff				
	2.The most important information a meeting planner can determine prior to an event is			**1**	**1**	**1**
	a) Past events held by the group	c) The budget				
	b) Expected attendance	d) Group demographics				
	3.Convention center events are usually booked at least			**1**	**1**	**1**
	a) 18 months in advance	c) 36 months in advance				
	b) 24 months in advance	d) 5 years in advance				
	4.Inspiring the staff is a good reflection of which type of skill?			**1**	**1**	**1**
	a) Negotiating	c) Project management				
	b) Leadership	d) Budgeting				
	5. What is the first stage of developing an event?			**1**	**1**	**1**
	a) Food & Beverage	c) Convention services manager				
	b) catering sales	d) Goals and objectives				
B).	**Define the following. (Each of 1 mark)**		**(05)**			
	1.Define seminars			**1**	**1**	**1**
	2.MICE			**1**	**1**	**1**
	3.Marketing mix			**1**	**1**	**1**
	4.Press conference			**1**	**1**	**1**
	5.Trade fair			**1**	**1**	**1**
C).	**Direct questions. (Each of 1 mark)**		**(05)**			
	1.What do you mean by event?			**2**	**2**	**2**
	2.Importance of infrastructure in event management			**2**	**2**	**2**
	3.Define sporting events.			**2**	**2**	**2**
	4.What is mismanagement?			**2**	**2**	**2**
	5.How to identify risks and hazards?			**2**	**2**	**2**
Q.2	**Answer the following questions.**					
A).	Briefly explain the legal risk involved during an event		**(07)**	**3**	**3**	**5**
B).	Write briefly about the growth of event management industry in India.		**(08)**	**3**	**3**	**5**

Q.3	**Answer the following questions.**				
A).	Explain the brainstorming steps for event management.	**(07)**	**3**	**3**	**5**
B).	How to successfully advertise an event?	**(08)**	**3**	**3**	**5**
Q.4	**Attempt any two questions. (Each of 7.5 mark)**	**(15)**			
	1. Events Management Strategy Events are widely acknowledged as presenting opportunities as a strong economic and tourism generator as well as bringing a range of community and social benefits to their host destination. In developing this Strategy there are some objectives. What are they? Explain.		**4**	**4**	**6**
	2. Event management is the process by which an event is planned, prepared, and produced. As with any other form of management, it encompasses the acquisition, allocation, direction, and control of resources to achieve one or more objectives. As an event manager how, you plan the entire event. Explain briefly.		**4**	**4**	**5**
	3. Conducting surveys or providing feedback forms during and after the event to gauge attendee satisfaction. Evaluating your success against the aims and objectives you identified at the beginning of the event planning process. Preparing a SWOT analysis to examine the strengths weaknesses, opportunities and threats associated with your event.		**4**	**4**	**1**
	4. An event budget is the total sum of money allocated for the particular purpose of the event for a specific period. The goal of budget management is to control event costs within the approved budget and deliver the expected event goals. Explain budget control process in an event.		**4**	**4**	**1**