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**TMH 503**

**Third Semester M.B.A. (TTM) Degree Examination, December 2018**  
**TOURISM AND TRAVEL MANAGEMENT**  
**Event Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**  
**(Compulsory)**

**Note** : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Elaborate the responsibilities of various meeting planners. How crucial are these responsibilities for making meeting a success.

**SECTION – B**

**Note** : Answer **any five** questions from the following. **Each** question carries **8** marks. Answer to the question should **not** exceed **four** pages. **(5×8=40)**

2. Define event management. Explain the 5 C's of event management.
3. Elucidate the principles of event management.
4. Explain the various consideration in selection of venues.
5. What are the various components of an event process ? Explain.
6. What do you mean by programming ? Explain how effective programming lead to the successful organisation of an event.
7. Explicate the interrelation between event and tourism.
8. Suggest the ways and methods to attract more crowd for Dasara fair at Mysore.
9. What are the purpose of conferences and conventions ? Discuss the functions and responsibilities of a manager of these events.

**SECTION – C**

**Note** : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

10. How would you develop marketing plan for trade fair and exhibition ? Discuss some of the key areas to develop a marketing plan.
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