

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Voc. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - IV

23UTTAT4004 - Event Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define event management and explain its characteristics and scope.
2. Discuss the 5 C's of event management with relevant examples.
3. Explain the different categories of events and their significance.
4. Describe the key steps involved in planning a successful event.
5. Discuss the importance of budget planning and venue selection in event management.
6. Explain the significance of food & beverage management and guest invitations in event planning.
7. Analyze the role of event management in MICE tourism with suitable examples.
8. Discuss the importance of national and international tourism events.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Critically analyze the role of an event manager and the benefits of effective event management.
10. Evaluate the characteristics and complexities of different types of events with case studies.
11. Discuss the time frames, speakers, and customer management in event planning.
12. Examine the impact of event management on the success of MICE tourism.
13. Analyze the significance of crowd management, staffing, and staging in large-scale events.
