

DCT's
S.S. Dempo College of Commerce & Economics
Altinho, Panaji, Goa
M.A in Tourism & Heritage Management (Semester III) SEE, November 2016
Code: THM0- 128
Subject: Event Management in Tourism

Duration: 3 Hours

Max. Marks: 60

Instructions:

- 1) Answer all the questions
- 2) Marks are indicated against each question

1. Write Short Notes on any 5 of the following:

(5 X 2Marks)

- a. Convention and Visitors Bureau.
- b. Feasibility of an Event.
- c. Categorization of Events based on Size.
- d. Define 'Pulsing Organization'
- e. Vertical trade shows.
- f. General Service Contactor.

2A. Define 'Special Events' and explain the various characteristics of special events. (10 Marks)

OR

2B. Write a detailed note on the 5C's of the Event Life Cycle. (10 Marks)

3A. Who is an Exhibitor? Why do exhibitors buy space at a show? (10 Marks)

OR

3B. Design a detailed floor plan for a Consumer Trade Show and explain the various types of Booths that can be used in a consumer trade show. (10 marks)

4A. What is an Incentive Tour? How are incentive tours beneficial to the employers and the employees of the organization that participate in incentive tours? (10 Marks)

OR

4B. Create a Run Sheet for an Academic Conference. Briefly describe the various layouts used in a conference. (10 Marks)

5A. What are some of the new technological innovations being developed in convention centres constructed today? (10 Marks)

OR

5B. As an Event Manager for an Electronic Dance Music Festival, develop an Marketing Strategy to promote the event. List out the various methods in which you can grow your event attendance.(10 Marks)

6A.What is Event planning? With the help of an example explain the various steps for perfect event planning? (10 Marks)

OR

6B.What is a Destination Management Company? Discuss the role and functions of a DMC. (10 Marks)