

2065
Diploma Course (Add-on)
Event Management
Paper – II: Managing Event Business

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. I which is compulsory.

x-x-x

- I. Attempt any five of the following:-
- a) What is Event team leadership?
 - b) What do you meant by time management?
 - c) Define Hospitality management.
 - d) What do you mean by tabletops?
 - e) Explain Entertainment Planning.
 - f) Discuss the catering tips required for better event management.
 - g) What is the importance of decorations in managing event business?
 - h) Define consumer care skills in hospitality management. (5x3)
- II. What is the role of creative thinking in managing event business? Explain with the help of case studies. (15)
- III. Discuss different types of operational skills required for event management. (15)
- IV. Discuss about the various logistics used in event management. (15)
- V. Describe Event management Scenario in India: A Developing Market. (15)
- VI. What is the role of Market attractiveness and business strength in managing event business? (15)
- VII. Explain in detail about the types of events. (15)
- VIII. Discuss promotion of tourism in event management. (15)

x-x-x