

MBA (TM)
(SEM-IV) THEORY EXAMINATION 2018-19
EVENT & HOSPITALITY MANAGEMENT

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt *all* questions in brief. 2 x 7 = 14**
- a. What do you mean by MICE?
 - b. Discuss exhibition and expo.
 - c. Highlight the nature of event.
 - d. Define ITB.
 - e. Explain PATA.
 - f. What do you mean by risk management?
 - g. Elaborate the budgeting event.

SECTION B

- 2. Attempt any *three* of the following: 7 x 3 = 21**
- a. Highlight the specific features of event planning.
 - b. Define the valuable impact of conversation in the society.
 - c. What do you mean by cultural event?
 - d. Explain the international contractual consideration for event planning.
 - e. Discuss the guest paging in detail.

SECTION C

- 3. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) "Tourism is a beyond feature of event development". Discuss this statement own your words
 - (b) Highlight the types of events in detail.
- 4. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) Explain the role and importance of ICPB.
 - (b) Elaborate the World Tourism Mart in detail.
- 5. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) Define the event planning principles and values for the society in detail.
 - (b) Consider legal issues and uniform commercial code for event planning.
- 6. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) Explain evolution and growth of hospitality industry.
 - (b) Define level of service and classification of hotel.
- 7. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) Discuss hotel organization in detail.
 - (b) Elaborate room reservation procedure with suitable example.