MBA TOURISM MANAGEMENT
(SEM IV) THEORY EXAMINATION 2017-18
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. Explain MICE.
   b. Discuss event planning.
   c. Highlight ICCA.
   d. Define the function of WTM.
   e. What do you mean by pre event responsibilities?
   f. Engrave risk management.
   g. Discuss the allotment of rooms.

SECTION B

2. **Attempt any *three* of the following:**   **7 x 3 = 21**

   a. Define ethics and law in event planning.
   b. Explain Uniform Commercial Code.
   c. Differentiation between budget hotels and star hotels.
   d. Discuss the specific features of food and beverage services.
   e. Explain the custody and control of keys.

SECTION C

3. **Attempt any *one* part of the following:**   **7 x 1 = 7**

   (a) What do you mean by types of events? Talk about with reasonable example.
   (b) Highlight the idea of budgeting events.

4. **Attempt any *one* part of the following:**   **7 x 1 = 7**

   (a) Explain the measures of financial performance.
   (b) Elaborate the benefits of the fairs and festivals.

5. **Attempt any *one* part of the following:**   **7 x 1 = 7**

   (a) Discuss the legal issues and responsibility in event planning.
   (b) What do you mean by financial controls with risk management?

6. **Attempt any *one* part of the following:**   **7 x 1 = 7**

   (a) How can you say that hospitality industry is much better than corporate industry? Explain with suitable examples.
   (b) Highlight the types of guest rooms. Define the value of that in lodging purpose.

7. **Attempt any *one* part of the following:**   **7 x 1 = 7**

   (a) What is the processor of room reservation? Explain with example.
   (b) How can hotel organization taken part in global development? Explain.