

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2022– 2023)**

**B. A. DEGREE EXAMINATION, NOVEMBER 2024**  
**TOURISM AND TRAVEL MANAGEMENT**  
**FIFTH SEMESTER**

**COURSE : MAJOR - CORE**  
**PAPER : EVENT MANAGEMENT**  
**SUBJECT CODE : 22TT/MC/EM54**  
**TIME : 3 HOURS** **MAX. MARKS : 100**

**SECTION A**

**Write brief notes on ALL the following in approximately 30 words each.**

**(10 × 3 = 30)**

1. Define event management.
2. What are the main types of events?
3. How do you estimate attendance for an event?
4. How can you establish that an event is viable?
5. Name three factors to consider when choosing a venue for an event.
6. How can one estimate the timescale necessary to organize an event?
7. Define return-on-investment.
8. What is the role of Public Relations in event management?
9. What is room dressing?
10. Explain the significance of post-event feedback.

**SECTION B**

**Answer any FIVE in approximately 300 words each**

**(5 × 8 = 40)**

11. Describe the history of event management as a profession.
12. Briefly explain the role of an event team.
13. Why is media coverage crucial for events?
14. Discuss the methods of conducting market research for an event.
15. Discuss the role of food and drink arrangements in an event.
16. Explain how media invitations and press releases make an event successful.
17. Show how flyers, posters, and social media can be used to promote an event.
18. What is the role of budgeting, cost management, and estimate of Return on Investment (ROI) in event management?

**SECTION C**

**Answer ALL in approximately 1000 words each**

**(3 × 10 = 30)**

19. (a) What is the importance of a Code of Ethics in event management?  
**(OR)**  
(b) Create a proposal for a large-scale event and conduct a SWOT analysis of it.
20. (a) Describe how an event is planned and organized, from deciding the purpose, venue selection, guest list, and logistics.  
**(OR)**  
(b) Analyse the different tools available for event promotion and discuss their effectiveness.
21. (a) Why is it important to evaluate an event after it happens? Show how this can be done in terms of budget, media coverage, and attendance.  
**(OR)**  
(b) Discuss how an event manager may plan for and promote an event, including analysing the ROI, budget, and feedback.

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