Printed Pages:01 **Sub Code:RMT401**

Paper Id: 271204 **Roll No.** | | | | | | | | | | |

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.

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