

(2)

3. Discuss permits and licences required for an event. 10

**Unit - II**

4. Describe the role of events in promoting a tourist destination. 10
5. Describe the preparation and organising and event in chronological order. 10

**Unit - III**

6. Describe the event checksheet and its importance in organising an event. 10
7. Discussed different methods of marketing an event, with special emphasis on electronic media, with examples. 10

**Unit - IV**

8. What is an AGM? Describe different steps in planning and conduct of an AGM of a large company. 10
9. What is an exhibition? Describe special features to be considered in selection of venue for it. 10

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**I.T.S.-3576**

**B.B.A. (T) (Semester-IV)**

**Examination, 2015**

**Event Management in Tourism**

**(BTA-403)**

*Time Allowed : Three Hours ] [ Maximum Marks : 70*

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Attempt **one** question from each Unit.

1. Write short notes on the following :

6×5=30

- (a) Categorisation of Events
- (b) Importance of Events
- (c) Selection of a venue
- (d) Different stages of group formation
- (e) Feasibility for an event
- (f) Role of sponsors

**Unit - I**

2. Discuss briefly the classification of events.

10

**P.T.O.**