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## MBATM

## THEORY EXAMINATION (SEM-II) 2016-17

## EVENT MANAGEMENT &amp; MICE

*Time : 3 Hours**Max. Marks : 100**Note : Be precise in your answer. In case of numerical problem assume data wherever not provided.***[SECTION – A]****1. Attempt all the following questions -****[2x10=20]**

- a. Converse the major individuality of events.
- b. What is the position of planner in event arrangement?
- c. Explain the financial and community significance of MICE.
- d. Explain the construction and support sources of conferences.
- e. How event venues necessary the MICE industries?
- f. Explain the definite configuration of consultation venues.
- g. What do you mean by trade shows and fair festival in MICE industries?
- h. Explain complete event management.
- i. What is the motivation tour?
- j. How the ICT taken the effective role in event management?

**[SECTION – B]****2. Attempt any five questions –****[10x5=50]**

- a. Elucidate the conceptual foundations of event management.
- b. What are the functions of reunion tourist agency?
- c. Discuss the role of ICPB and ICCA.
- d. Highlight the concept and value of airlines and ground handlers.
- e. Explain the latest technologies of convention hall.
- f. Discuss the convention manager in detail.
- g. Highlight the corporate and independent meeting planners.
- h. Explain the conference room lay-outs in detail.

**[SECTION – C]****Attempt any two questions.****[15x2=30]**

3. Discuss the all Five C's of event management with example.
4. Explain the quality of organiser and event planner in MICE.
5. What are the roles of associate and corporate meeting planners?