

1069  
Diploma Course (Add-on)  
Event Management  
Paper-II: Managing Event Business

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** *Attempt five questions in all, including Question No. I which is compulsory.*

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- I. Attempt any five of the following: -
- a) Define creative thinking.
  - b) What is hospitality management?
  - c) Importance of entertainment planning.
  - d) Define catering management.
  - e) Explain in brief event management.
  - f) Role of internet in event management
  - g) Role of communication in organizing event
  - h) Define market attractiveness. (5×3)
- II. Discuss in detail the status of Event Management in India in current scenario. (15)
- III. Discuss in detail about managing logistics in events with special reference to catering. (15)
- IV. Discuss the tips in detail for better management and organization of an event. (15)
- V. Discuss the process of managing decoration event in detail. (15)
- VI. What efforts you will make for promotion of tourism in your state? Explain with suitable examples. (15)
- VII. Discuss the various types of computer skills required for organizing an event. (15)
- VIII. "Time management is an essential element for organizing an event successfully." Comment on this statement with suitable examples. (15)

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