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School of Hospitality

**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - May 2024**

**Duration : 90 Minutes
Max Marks : 50**

Sem IV - I1UA402B - Event Management in TourismGeneral Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What benefits does sponsorship offer to a sponsor? K2 (2)
- 2) What are the objectives of protocol in event management? K1 (3)
- 3) Explain the scope of MICE in the business events industry. K2 (4)
- 4) Provide an overview of event management and its significance in various industries. K2 (6)
- 5) What are some common career profiles available in the field of event management? K3 (6)
- 6) Describe the evolution of event management over time and its impact on society. K3 (9)
- 7) What strategies can event planners use to create memorable experiences and engage attendees effectively? K4 (8)
- 8) What are some current trends shaping the event industry today, and how are they influencing event management practices? K4 (12)

OR

Discuss some anticipated future trends in the event industry and their potential impact on event management professionals. K4 (12)