

Certificate for Event and Hospitality Management (NEP Pattern) 6 Month
EHM012 Paper-II - Event Management

P. Pages : 1

Time : Three Hours



GUG/W/24/15280

Max. Marks : 80

- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

- | | | | |
|-----------|--------------------|--|-----------|
| 1. | a) | What is an Executive Checklist in conference management and how does it help in ensuring successful execution? | 8 |
| | b) | Discuss the key elements involved in organizing a conference. | 8 |
| OR | | | |
| | c) | Explain the process of organizing a conference, including all the key elements from designing and planning to budgeting and execution. | 16 |
| 2. | a) | What are the key challenges in closing down an event, and how can they be managed effectively? | 8 |
| | b) | List and explain five key components of a wedding plan. | 8 |
| OR | | | |
| | c) | What are the different types of conferences? Explain the key factors that influence the selection of a conference type and how they affect planning and execution. | 16 |
| 3. | a) | What are the main components of wedding planning, and why is budgeting important for its success? | 8 |
| | b) | Discuss the scope of trade fairs and their impact on businesses. | 8 |
| OR | | | |
| | c) | Explain the role of evaluation in cultural events and exhibitions. How does feedback from different stakeholders influence future event planning? | 16 |
| 4. | a) | Describe the complete process from planning to the final execution of a conference. | 8 |
| | b) | What factors determine the success of exhibitions and trade fairs? | 8 |
| OR | | | |
| | c) | Explain the planning process for organizing an exhibition or trade fair. Discuss the duties of key personnel involved and the challenges they face in ensuring a successful event. | 16 |
| 5. | Write short notes: | | |
| | a) | What are the different types of conferences? | 4 |
| | b) | What are the responsibilities of key personnel in a trade fair? | 4 |
| | c) | Why is research important for evaluating the success of an event? | 4 |
| | d) | Discuss the use of digital darkroom techniques and their impact on the final output of a photograph. | 4 |
