

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CBCSS)

B.H.A.

BHA 1C 01—EVENT MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Define the term "Event product".
2. Write any *two* features of service marketing.
3. What is differentiation in event marketing ?
4. Mention any *four* forms of promotion in event marketing.
5. What is positioning in event marketing ?
6. Define the term "Event evaluation".
7. What is a trade fair ?
8. Name any *four* elements of cost in a trade fair.
9. Define the term "Exhibition".
10. When and where TFAI formed ?
11. Expand - WTM.
12. When and where BFT is held ?
13. Define the term "Corporate event".
14. What is a seminar ?
15. Define the term "Team building events".

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. What is the meaning of target group in event marketing ?
17. Describe the term "Event co-ordination".
18. Write the golden rules for maintaining media liaison.
19. What is site selection? What points are to be considered for site selection while organizing events ?
20. Write short note on product launch events.
21. Explain any five multichannel aid/tool used for communication events.
22. Describe the health and safety facilities offered during events.
23. What is risk management ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Describe the factors affecting marketing of Events.
25. List out the marketing checklist for event marketing.
26. How media management is carried out in Events ?
27. Write the job responsibility of event organiser.

(2 × 10 = 20 marks)

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CBCSS)

B.H.A.

BHA 1B 01—INTRODUCTION TO THE HOSPITALITY INDUSTRY

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Define the term "Under stay".
2. Which is POS in Front office ?
3. Define the term "Information desk".
4. What is Travel desk ?
5. What is the job of front office cashier ?
6. What is the function of business centre ?
7. Define the term "Lobby".
8. Define the term "Hospitality".
9. What is Inn keeping ?
10. When was the term "Hotel used for the first time" ?
11. Define the term "Extended stay hotel".
12. When and where the concept of hotel franchising started ?
13. Write any two functions of reservation manager.

Turn over

14. Give the job summary of Bell captain.
15. What is job specification ?

(10 × 3 = 30 marks)

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Write the functions of Guest relation officer.
17. Write short note on Airport hotels.
18. Mention the features of Suite hotels.
19. Describe the following:
- (i) Murphy bed.
 - (ii) Motel.
 - (iii) Late check-out.
 - (iv) Rack Rate.
 - (v) Over Booking.
20. Write short note on origin of hospitality industry.
21. What are the major revenue producing departments in a Hotel? Write notes on them.
22. Define the following :
- (i) Mega hotel.
 - (ii) Large hotel.
 - (iii) Small hotel.
 - (iv) Resort hotel.
 - (v) Rotel.
23. Write short note on Proprietary ownership of hotel.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain the scope and activities of Front office.
25. Describe the nature of Hospitality industry.
26. State the duties of Night manager.
27. List out the responsibilities of Door man.

(2 × 10 = 20 marks)

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FIRST SEMESTER (CUCBCSS) DEGREE EXAMINATION, NOVEMBER 2020

B.H.A.

BHM 1C 01—EVENT MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. Expand ETA.
2. Expand PR.
3. Expand RFP.
4. _____ Most commonly referred to as the sight and sound at an event, audio visual is a huge part of any event, whether it be for an event of 50 attendees or 5,000 !
5. Management of an event encompasses all activities involved in planning, organizing, staffing, leading and _____ of an event.
6. The _____ required for successful events, including the logistics of setting up an event and breaking it down afterwards.
7. The location for events is _____, but with event planning they would likely be held at hotels, convention centres, reception halls, or outdoors depending on the event.
8. The event _____ will need to be well organized, a good leader with great communication skills and able to generate enthusiasm.
9. _____ is concerning organization and execution, and that is precisely where the money lies.
10. When we _____ a risk, therefore, we take into account two factors-the probability of something happening that we don't want, and the consequences if it does.

(10 × 1 = 10 marks)

Turn over

Section B

Answer any **eight** questions.
Each question carries 2 marks.

11. Define Feedback.
12. What is event checklist ?
13. What is event management ?
14. 5 W's of event.
15. What is Personnel selling in event marketing ?
16. What is consumer behaviour ?
17. What do you mean by budgeting under event ?
18. What is brain storming ?
19. Write about Trade shows.
20. What do you mean by table tops ?

(8 × 2 = 16 marks)

Section C

Answer any **six** questions.
Each question carries 4 marks.

21. What do you mean by contingency Plan ?
22. Explain any *two* P's of event marketing.
23. Briefly write about the qualities of event manager.
24. Write a note on safety of guests and staff in corporate events.
25. What are the uses of Exhibitions ?
26. What is the scope of Event Management ?
27. Describe the role of internet in event marketing.
28. Explain the criteria of choosing an event site.

(6 × 4 = 24 marks)

Section D

*Answer any **two** questions.
Each question carries 15 marks.*

29. Explain Different Types of Events.
30. Discuss the various phases involved in planning of event.
31. Discuss the role and importance of Leadership and communication in effective team management.

(2 × 15 = 30 marks)

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NOVEMBER 2020**

(CUCBCSS)

B.H.A.

BHM 1B 01—INTRODUCTION TO HOSPITALITY INDUSTRY

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Explain the following in one or two lines.*

1. Overbooking.
2. Wash down.
3. Guest Cycle.
4. *Guest Folio.*
5. Late Charge.

(5 × 1 = 5 marks)

Fill in the Blanks :

6. _____ the most expensive room provided by a hotel.
7. _____ room is always adjoining to the swimming pool or have a private pool attached to the room.
8. _____ systems are Used in Restaurants / Outlets.
9. _____ target the guests interested in gambling.
10. _____ room faces a landscape, a waterfall, or a garden.

(5 × 1 = 5 marks)

Part B*Answer any eight short answer questions in 2 or 3 sentences.*

11. What is Smoking / Non-Smoking Room ?
12. What is CRM ? Mention its main function.
13. What is Goods and Service ?
14. What is Penthouse ?
15. What is Corporate or Commercial Rate ?

Turn over

16. What is Modified American Plan ?
17. What is GDS ?
18. What is Late Charge ?
19. What do you understand by uniformed service ? Give one example.
20. Mention Two Minor Revenue Department.

(8 × 2 = 16 marks)

Part C

Answer any six from the following questions.

21. What is meant by Time Share Hotels ?
22. Describe Airline Catering.
23. What is No Post ?
24. What are the benefits of CRM ?
25. What are the functions of Customer Service ?
26. Describe following types of rooms :
 - a) Murphy Room.
 - b) Cabana.
 - c) Accessible Room.
 - d) Adjoining Room.
 - e) Adjacent Room.
27. Mention any 5 difference between Goods and Service.

(6 × 4 = 24 marks)

Part D

Explain any two in detail from the following questions.

28. Excellent Customer service is Corner stone. Justify.
29. Draw the organisational chart of Front office. Write the duties and responsibilities of night audit.
30. Explain Revenue and non-revenue Departments in Hotel.

(2 × 15 = 30 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.H.A.

BHA 1C 01—EVENT MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. What is the meaning of venue ?
2. Define the term "Networking" in events.
3. Define the term "Board meeting".
4. What is leadership skill in event management ?
5. Define the term "Publicity".
6. What is the meaning of campaign ?
7. What is the meaning of "Risk of harm" ?
8. What does FITUR stand for ?
9. Write any *two* benefits of trade fair.
10. Give four examples of video electronic communication used in events.
11. What is virtual meeting ?
12. Define the term "Peer conference".
13. What is logistics in event planning ?

Turn over

14. Name any *four* duties of organizing team in event management.
15. What is a catered event ?

(10 × 3 = 30 marks)

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Write short note on street promotion.
17. What is the goal of risk management ?
18. Provide guidelines for event presentation.
19. Write the guidelines for procuring media attention.
20. Write short note on event catering.
21. Write short note on MICE tourism in India.
22. What are the five stages of group development ?
23. Write the importance of planning of event management.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. How will you make an event promotion a success ?
25. State the importance of travel industry fair.
26. Describe the key features of a successful advertising campaign of events.
27. Can MICE be a supplement for tourism ?

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.H.A.

BHA1B01—INTRODUCTION TO THE HOSPITALITY INDUSTRY

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer atleast ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall ceiling 30.

1. What is the duty of Front office supervisor ?
2. Define the term "Grand tour".
3. Who created Grand Trunk roads in India ?
4. Define the term "Referral group hotels".
5. Define the term "Heritage hotel".
6. Define the term "Auberge / Gasthof / Herberge".
7. What is efficiency room ?
8. Define SPATT room.
9. What is customer relationship management ?
10. How to improve customer satisfaction ?
11. What is sales force automation ?
12. Define the term "Customer care".
13. What is Muzafir Khana ?
14. Define the term "Sanatoria".
15. What is European plan ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Write the advantages of Franchise hotels.
17. Why does front office co-ordinate with House keeping department ?
18. What are the important components of customer service ?
19. Write the benefits of customer relationship management.
20. Write short note on Caravan Sarai.
21. Define the term "Hotel guest" and how do you classify them.
22. What are the stages in guest cycle ? Describe any one stage.
23. Write short note on Non-commercial catering establishments.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Who are the earliest travellers to Indian soil ?
25. Explain the term supplementary accommodation with examples.
26. How customer relationship is maintained in Star Hotels ?
27. Describe the job description of a Lobby manager.

(2 × 10 = 20 marks)