

Central Tribal University of Andhra Pradesh  
Questions Paper for MID Term Examination-II (March 2025)

Name of the Programme/Sem- IV  
Name of the Subject- Event Management  
Subject Code- TTMVOC 271  
Duration: 1 Hour

Max. Marks: 20

Part-A

Answer all the questions. Each Carries 1 mark

1M X 5=5M

1. What is the full form of CVB?
2. What are the four components of the MICE Industry?
3. Which of the following are the service providers for the MICE industry?  
a. Catering Company    b) Venue Services  
c) Tour Operators    d) All of the Above
4. Write the full form of PCO.
5. Write the Name of five International CVBs

Part-B

Answer either A or B short answer question. Question carries 5 marks

6 M x 1=5M

- 6.
- A) Write the difference between Travel Agent & Tour Operator
- or
- B) Write the roles and responsibility of the Professional Conference Organization

Part-C

Answer either A or B long answer question. Question carries 10 marks

10M x 1=10M

- 7.
- A) Explain the role of ICPB in the Indian MICE Industry.
- OR
- B) Write the concept of Event Venue and Type of Event Venue.