

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

Name of the Programme / Sem – Undergraduate – B. Sc. AI / Semester IV

Name of the Subject - Event Management

Subject Code - TTMVOC 251 (Minor)

Duration: 1 Hour

Max. Marks: 20

Part-A

Answer all the questions. Each Carries 1 mark

1 Mx5=5M

1. What is the full form MICE?
2. What does an event manager primarily do during the Carrying Out phase?
3. Which of the following is the first stage in the 5 Cs of event management?
 - a) Carrying Out
 - b) Canvassing
 - c) Conceptualization
 - d) Customization
4. What does Customization focus on in event management?
5. What is the main purpose of the Costing stage in event management?
 - a) Promoting the event.
 - b) Estimating and allocating the budget
 - c) Coordinating logistics on the event day.
 - d) Personalizing event experiences

Part-B

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

5 Mx1=5M

6. a) Key Aspects of Conceptual Foundations of Events (Name 4 Aspects)

OR

- b) List three key expenses considered in the Costing stage of event planning.

Part-C

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

10Mx1=10M

7. a) Explain the 5 Cs of event management in detail. Provide an example of how these stages apply to planning a corporate product launch event.

OR

- b) Write a short note for each: Advantages of events- to the organizer, event planner, participants, economy, and society.

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