

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-8)
CONFERENCE & CONVENTION MANAGEMENT

Subject Code : BH-418

M.Code : 14597

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **ONE** mark each.
2. **SECTION-B** contains **FIVE** questions carrying **2¹/₂** (Two and Half) marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **FIVE** marks each and students have to attempt any **TWO** questions.

SECTION-A

Q1. Write Short notes on :

- a) Conventions
- b) Meetings
- c) Brochure
- d) Variable Cost
- e) Overhead
- f) Marketing
- g) Event Management
- h) Advertising
- i) Banquet Themes
- j) Theatre shows

SECTION-B

2. What do you understand by Trade Shows?
3. What is Economic significance of Conference?
4. What do you understand by Group Fares?
5. Discuss the role of Event Management Company in planning an Event.
6. Discuss the various Facilities required for an Exhibition.

SECTION-C

7. Discuss the role of Advertising in Conference and Convention Management.
8. Plan a Brochure for any Conference.
9. Explain the different types of seating arrangement required for various types of Conferences.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.