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Roll No.

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BHMCT (Sem.-8) **CONFERENCE & CONVENTION MANAGEMENT** Subject Code : BH-418 Paper ID : [C0357]

Time: 3 Hrs.

Max. Marks: 30

INSTRUCTION TO CANDIDATES :

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

SECTION-A

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- a) MICE.
- b) Trade Shows.
- c) Budget Preparation.
- d) Sponsorship.
- e) Registration.
- f) Teleconferencing.
- g) Brochure.
- h) Publicity.
- i) Transpiration.
- i) Visiting Bureaus.



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SECTION-B

- Q2. Explain the components of the conference market.
- Q3. Name and explain different types of shows. What are the benefits of such shows?
- Q4. What is budget preparation? How is fixed & variable cost estimated?
- Q5. Differentiate between documentation & registration. What role has language to play here?
- Q6. Write a note on advertising. How does it affect sales?

SECTION-C

- Q7. Highlight and explain the impact of conference and exhibitions on local and national communities.
- Q8. How do you organize and plan events? What are the major attributes of convention planners?
- Q9. Discuss the importance of airline negotiation & cargo transportation. Mention the services covered under this.