

Total No. of Pages : 02

Paper ID : [C0357]

Max. Marks : 30

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.