

Certificate for Event and Hospitality Management (NEP Pattern) 6 Month
EHM012 Paper-II - Event Management

P. Pages : 1

Time : Three Hours



GUG/W/24/15280

Max. Marks : 80

- Notes : 1. All questions are compulsory.
 2. All questions carry equal marks.

1. a) What is an Executive Checklist in conference management and how does it help in ensuring successful execution? 8
 b) Discuss the key elements involved in organizing a conference. 8

OR

 c) Explain the process of organizing a conference, including all the key elements from designing and planning to budgeting and execution. 16
2. a) What are the key challenges in closing down an event, and how can they be managed effectively? 8
 b) List and explain five key components of a wedding plan. 8

OR

 c) What are the different types of conferences? Explain the key factors that influence the selection of a conference type and how they affect planning and execution. 16
3. a) What are the main components of wedding planning, and why is budgeting important for its success? 8
 b) Discuss the scope of trade fairs and their impact on businesses. 8

OR

 c) Explain the role of evaluation in cultural events and exhibitions. How does feedback from different stakeholders influence future event planning? 16
4. a) Describe the complete process from planning to the final execution of a conference. 8
 b) What factors determine the success of exhibitions and trade fairs? 8

OR

 c) Explain the planning process for organizing an exhibition or trade fair. Discuss the duties of key personnel involved and the challenges they face in ensuring a successful event. 16
5. Write short notes:
 - a) What are the different types of conferences? 4
 - b) What are the responsibilities of key personnel in a trade fair? 4
 - c) Why is research important for evaluating the success of an event? 4
 - d) Discuss the use of digital darkroom techniques and their impact on the final output of a photograph. 4
