

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-6)
CONFERENCE & CONVENTION MANAGEMENT

Subject Code : BH-418

M.Code : 14597

Date of Examination : 13-01-23

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 **2½** (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

- 1. Write Short notes on :**
- a) What is Joint publicity?
 - b) What is a Hospitality studies?
 - c) What is Fixed Cost?
 - d) What is Cargo Transportation?
 - e) What is meant by Subsidies?
 - f) What is meant by Tele-conferencing?
 - g) What is Transpiration?
 - h) What is the role computer graphics?
 - i) What is MICE?
 - j) What is Budget?

SECTION-B

2. Discuss the nature of conference markets.
3. Pen down the different types of shows.
4. What is the role of cash flow?
5. Pen down the steps of recording and publication proceedings.
6. Discuss the economic significance of conventions.

SECTION-C

7. Discuss the impact of conventions on local and national communities.
8. Discuss the major attributes and types of meeting planners.
9. Explain the operations process in detail with suitable example.

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.