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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.