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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

1. Write Short notes on :

- a. Variable Cost
- b. Event Planning
- c. Conference
- d. Exhibition
- e. CVB
- f. Invoice
- g. Interpreter
- h. Brochure
- i. Word of Mouth
- j. Herring bone seating arrangement

SECTION-B

2. Explain the growth and development of Conference & Convention Industry.
3. Enumerate the benefits of Convention facilities.
4. What are the different types of meeting planners?
5. How sponsorship influences the budgeting of conferences?
6. Briefly discuss Convention Service Management.

SECTION-C

7. Discuss the impact of conventions on the economy and society.
8. Explain different types of seating arrangements of a convention with the help of their neat designs.
9. What are the different ways of advertising? How does it influence business?

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.