

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-8)
CONFERENCE & CONVENTION MANAGEMENT

Subject Code : BH-418

Paper ID : [C0357]

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 has 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) MICE.
- b) Trade Shows.
- c) Budget Preparation.
- d) Sponsorship.
- e) Registration.
- f) Teleconferencing..
- g) Brochure.
- h) Publicity.
- i) Transpiration.
- j) Visiting Bureaus.

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.