



V. M. SALGAOCAR INSTITUTE  
of  
INTERNATIONAL HOSPITALITY EDUCATION

**M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT**

Type: Semester End Assessment (SEA)

Date: 02<sup>nd</sup> January 2023

Batch and Semester: Batch 2022- 24, Semester 1

Total Marks: 40

Time Duration: 2 Hours

Course Name: Event Management

Course Code: IHTE401

Instructor: Ms. Supriyanka Govekar

This paper contains 01 page in addition to the cover page.

Full Name of the Student: \_\_\_\_\_

Permanent Registration Number: \_\_\_\_\_

Class: \_\_\_\_\_

Marks Obtained: \_\_\_\_\_ Faculty Signature: \_\_\_\_\_ Invigilator Signature: \_\_\_\_\_

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.



**All questions are compulsory**

Q.1. Prepare an event proposal for an event idea of your choice and briefly explain each component of the proposal. (10 Marks)

Q.2. Explain in detail the roles and responsibilities of managers of various departments for conducting an event (You may consider the Bakeflix event or any other event of your choice). (10 Marks)

Q.3. Highlight and explain the requirements and constraints of an event. (10 Marks)

Q.4. Discuss what type of marketing & promotional strategies would you adopt for a MICE event. (10 Marks)