



97.

CB – 386

**VI Semester B.Com. (Tourism and Travel Mgt.) Examination,
August/September 2023
(CBCS) (Fresh) (2022 – 23 and Onwards)
AECC – EVENT LOGISTICS**

Time : 3 Hours

Max. Marks : 70

Instruction : The answers can be written **completely** in **English**.

SECTION – A

Answer **any five** of the following. **Each** question carries **two** marks. **(5×2=10)**

1. a) Define events.
- b) Name any two musical events in India.
- c) What are LED displays ?
- d) What is staff briefing ?
- e) What is a webinar ?
- f) List two types of seating styles for events.



SECTION – B

Answer **any three** of the following. **Each** question carries **five** marks. **(3×5=15)**

2. Explain the importance of event venue signage.
3. Briefly write a note on protocol and VIP services at events.
4. Describe the benefits of exhibitions.
5. Explain the types of venues.

P.T.O.



SECTION – C

Answer **any three** of the following. **Each** question carries **fifteen** marks. **(3×15=45)**

6. Explain the determinants of site and venue selection.
 7. Discuss the role and functions of recruitment and selection for event industry.
 8. Explain the concept of event networks and supply chain.
 9. Comment on the scope of event industry in India.
-