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CB – 372

II Semester B.Com. Examination, August/September 2023
(CBCS) (2020 – 21 and Onwards)
(Repeaters)

TOURISM AND TRAVEL MANAGEMENT JTM
Paper – 2.4 : Marketing and Event Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer **all** the Section in **English** only.

SECTION – A

1. Answer **any five** of the following questions. **Each** question carries **two** marks.

(5×2=10)

- Define Market.
- What is market segmentation.
- Give the meaning of consumer behaviour.
- Mention any two Event budgeting rules.
- What is Event Management ?
- Who is intermediaries ?



SECTION – B

Answer **any three** of the following questions. **Each** question carries **five** marks.

(3×5=15)

- Explain the importance of consumer behaviour.
- Explain the elements of Marketing mix.
- Explain the steps in buying process.
- Enumerate the types of Event Management.

SECTION – C

Answer **any three** of the following questions. **Each** question carries **fifteen** marks.

(3×15=45)

- Explain the bases of Market segmentation.
- What are the factors influencing consumer behaviour ?
- Explain the steps to organise an Event.
- What is Event Management ? Explain the roles of Event Manager.