

BBA IN HOTEL OPERATIONS (BBAHO) (603)
EXAMINATION: MAY 2024
SECOND SEMESTER

Subject : Event Management (603206)

Date: 16/05/2024

Total Marks: 30

Time: 10.00 am to 11.30 am

Instructions: 1) Each question carries equal marks.
2) Attempt any 03 questions

- Q. 1** Write the definition of events and explain categories of events **(10)**
- Q. 2** Write any 5 characteristics of events **(10)**
- Q. 3** Write possible determinants and possible motivations for events **(10)**
- Q. 4** Write the structure of events services in private sector write in detail **(10)**
- Q. 5** Case Study 1 Organizational events: the Paris Exposition **(10)**

Paris, France

Factbox

- The Paris Exposition of 1889
- Intended to display France's industrial power
- Resulted in a major building programme in the exposition area, including the construction of the Eiffel Tower
- 32 million people visited the fair

The 1889 Paris Exposition was the idea of the French Prime Minister of the time, Jules Ferry. He wished to see an exhibition that would demonstrate France's industrial might, its commercial activity and engineering skill. The result was the largest, most varied and successful world fair ever held until that time.

The fair was opened on 6 May 1889, a wonderful spring day, by the French president, Sadi Carnot, who rode in a horse-drawn procession from the Elysée Palace. The procession, led by a detachment of mounted cuirassiers, made its way along the Champs Elysées and the Avenue Montaigne amongst joyful crowds, and entered the exhibition area passing under the arches of the Eiffel Tower, arriving at the Central Dome at 2.00 pm. A short ceremony took place at which the Exposition was formally presented to President Carnot: This splendid result exceeds all hopes...! Indeed it did. The exposition was huge. It covered the whole of the Champ de Mars and the Esplanade des Invalides, and stretched along the Quai d'Orsay and the Trocadero Gardens to the Eiffel Tower, some 228 acres (95 hectares), including a huge Ferris wheel. There were almost 62,000 exhibitors from all over the world and by the time an exhausted President Carnot had left at 5.30 pm, almost half a million people had streamed in through the 22 entrances to the exhibition, which then lasted 176 days. Some 32 million people visited the fair and amongst the exhibits was the world's first ever motor car, a Benz(Harris1975).

The lasting legacy of the exposition is the Eiffel Tower. When the event was being planned, a member of the French cabinet, Edouard

Lockroy, had suggested a thousand-foot tower to highlight its importance. The idea of a tower built of iron and steel was not new, as one had been suggested by the Cornish engineer, Richard Trevithick, in 1833, and another by Clarke and Reeves, two

American engineers, for the Philadelphia Exposition of 1876. But it was Gustave Eiffel who supervised the building of the Paris tower. It was begun on 26 January 1887, and opened at ten minutes to twelve on 15 May 1889, to Eiffel's considerable relief, and has been the symbol of Paris ever since - though for the first 20 or 30 years it was rather disliked by some.

Dept of Hotel Management introduction to events 13

Based on this case: Think of a recent event engineering project you have seen launched in public.

1. What was its purpose?
2. How was it organized?
3. In the long term, was there some benefit from having it, even if it was knocked down later?
4. Does this apply to other kinds of events?
5. How could a town or city benefit from holding an event?
6. Could that event be used to help renovate a rundown area?
7. Who would pay for the event?
