

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL OPERATIONS (BBAHO) (603)
EXAMINATION: DECEMBER- 2024
SECOND SEMESTER
Subject : Event Management (603206)

Date: 16/12/2024**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 Explain the determinants and motivators. **(10)**

Q. 2 The size and scope of events: the European Grand Prix. **(10)**

The study of European Grands Prix by Lilley and DeFranco, possibly a model of good practice, looked at the economic impact of the 11. Annual Grands Prix held in the European Union (this included the Monaco Grand Prix, as its economic impact was felt almost wholly within the EU).

Although this was a study of a fairly uniform type of event, it offers a framework for analysing other events.

The methodology used by Lilley and DeFranco could also be adopted for other major event categories, since the purposes of the study were to:

- Measure the size of the total attendance at each event.
- Measure the size of the non-local attendance.
- Determine how much money was spent by non-local attendance in the local area.

Data was collected directly from the racetrack's own attendance information, used in conjunction with a number of interrelated surveys dealing with where the attendance came from and what was spent on tickets. In addition, phone interviews of sample groups of the local hotel, restaurant, retail and other service industries were undertaken to assess the impact of race visitors on them. This large-scale data collection effort was then analyzed to produce the survey results, both in terms of the 11 individual races and the total impact.

This approach clearly highlights the potential of major studies to enlighten us about the nature of events. However, it is intensive, costly and time-consuming (the study took three years to complete). In normal circumstances our knowledge of the events business is limited by the meager data available and by methodological limitations (professional studies being rare). In general terms there is a need for a level of uniformity and comparability in the collation of basic statistics of events, and a need for a start to be made on a framework. This is, initially, a task for academics and industry professional bodies (of which there are few). Consequently it is some time before even the most sketchy outline of the full scale and scope of the events is built up.

Based on this case:

Identify an event or festival in your region and investigate what information the organizers collect about the participants, visitors, income and size of the event.

1. Is this information kept internally or is it disseminated publicly, and if so, how?
2. What key elements of information might help us build up a picture of the events business and how might this data be collected?
3. What are the current problems and limitations of data collection?
4. For any given activity or group of activities, what sources of information might be available, and how might we classify such sources

Q. 3 Explain any 5 characteristics of events. **(10)**

Q. 4 As with modern weddings, Roman weddings were organized by the families of the bride and groom. A ring was often given as an engagement present, although no ring was involved in the ceremony itself until changes in the ritual after the second century AD (Kamm, 1995). The bride wore a special bridal gown, generally with a flame-coloured veil and garlands of flowers. The wedding would be arranged with the respective families each dealing with various aspects. A legal contract was signed by the two fathers on the day of the wedding. The joining of hands at the ceremony was ensured, not by a priest, but by a married woman, known as a 'pronuba'. At the ceremony, prayers would be said to the family gods and especially to the goddess Juno, with a sacrifice offered to the god Jupiter. This might involve the killing of a donkey, as donkeys were thought to have considerable sexual prowess, so that the sacrifice was thought to ensure a suitably exciting wedding night. Following the ceremony the party would make their way to the bride's parents house, where there would be a major feast in the Roman style, of some excess, and a great deal of food and wine would be consumed. Once the feast was over, there would be a torchlight procession from the bride's parent's house to the bridegroom's house. It would generally be led by torch carriers, often children, and accompanied by flute players and the families, with friends, relatives and other locals joining in. There was a great deal of loud and happy singing during the procession and the cheerful shouting of obscene poetry and jokes, known as 'Fescennine Verses'. This was the Roman equivalent of writing obscene messages on the couple's car with foam, and often referred to how good the donkey was in bed. On arrival at the bridegroom's house the bride would anoint the doorposts with oil as a sign of dedication to the gods, and the bridegroom would carry the bride over the threshold.

At this point we will leave them to it.

Based on this case:

Perhaps from your own experience of going to a wedding:

1. How did it differ from the Roman one?

2. Who organized what?

3. Suppose you have a wedding to organize with 100 guests, how long does it realistically take to get things done?

4. Also, begin to look for possible similarities between the special events in these case studies

- what are their common characteristics

Q. 5 Write down the definition of event and categories of event In detail. **(10)**