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**BHC–013**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**December, 2023**

**BHC-013 : EVENT COORDINATION  
AND CONTROL**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Answer any **five** questions.

(ii) All questions carry equal marks.

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1. Explain the 'Event Implementation' phase using suitable examples. 20
2. (a) Describe Service Planning (Food Service Style) in catering management for events. 10  
(b) Why is alcohol management given specific attention in catering management ? Write the strategies for alcohol management. 10
3. Write an essay on technology trends in event management, citing examples wherever necessary. 20
4. Give an account of the event evaluation process using suitable illustrations. 20

**P. T. O.**

5. (a) Describe how meetings, conferences, incentives, exhibitions and trade shows are playing a vital role in the expansion of business events. 10
- (b) What are the emerging trends in destination wedding planning ? Use suitable examples in your answer. 10
6. (a) Who is a 'cultural consumer' ? Explain. Also write about the impact of cultural events. 10
- (b) Explain the concept of entertainment. How do concerts, music festivals and rock shows contribute significantly to the landscape of entertainment events ? 10
7. How are sports events emerging as significant contributors to the event industry in India today ? Also explain the marketing of sports events. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Phases in 'project management' for events
  - (b) Creating a work breakdown structure
  - (c) Choosing the venue/event site while staging events
  - (d) *Three* equipments used for special effects
  - (e) Concurrent and feedback controls
  - (f) Evaluating media coverage
  - (g) Networking events