

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2019

00742

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any **five** questions. All questions carry equal marks.

1. How do you categorize events based on the purpose to which they belong ? Explain giving examples. 20
2. Discuss the categories of events based on their size in the event industry. Cite examples wherever necessary. 20
3. (a) Explain any three characteristics of events. 10
(b) How do we match opportunities with resources for events ? Explain with suitable examples. 10
4. (a) What screening process should be followed after doing the feasibility study of an event ? How does one progress with the idea for the event thereafter ? 10

- (b) What interpersonal skills and service orientation skills are required for an event manager to effectively communicate with clients ? 10
5. What is the meaning of Portfolio ? Explain the steps involved in building an event company's portfolio. 20
6. Give a detailed account of the event opportunity assessment process with the help of examples. 20
7. What is the importance of Human Resource Management for events ? Explain recruitment, selection and placement, and performance appraisal. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Scope of expansion and careers in the event industry
 - (b) Creative edge and WOW factor
 - (c) Public Speaking and Technology-enabled meetings
 - (d) Type/Structure of business organisations
 - (e) Break-even analysis
 - (f) Failure of some start-up event companies
 - (g) Four entrepreneurial competencies required by an event manager