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**BHC-011**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**December, 2020**

**BHC-011 : BASICS OF EVENT MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Write an essay on event categories based on size. Give examples wherever necessary. 20
  
2. (a) “The demand and scope of events is driven by several factors.” Justify this statement. 10
  
- (b) Discuss the event services provided by Event Management Companies, Party Planners and Professional Event Organisers. 10

**Lot-I**

**P. T. O.**

3. 'Every event has communication requirements.'  
Justify the statement, using suitable examples.  
Further, also discuss public relations and  
technology-enabled meetings, as  
communication methods that are advantageous  
to event management. 20
4. (a) Describe the competencies required for  
being a successful event entrepreneur. 10
- (b) Explain the principles of portfolio design.  
10
5. (a) Explain the lifecycle of an organisation,  
which is necessary to run the event  
management business. 10
- (b) Briefly describe the following : 10
- (i) Manpower planning
- (ii) Recruitment, Selection and Placement
- (iii) Performance
6. Discuss the opportunity assessment process for  
starting an Event Management Company. 20

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7. (a) Describe the functions of financial management with respect to event management. 10
- (b) Discuss various sources of finance that can be used for financing the event business. 10
8. Write short notes on any *four* of the following :  
4×5=20
- (a) Charitable and fund-raising events
  - (b) *Two* characteristics of events
  - (c) Interpersonal skills, body language and language skills
  - (d) Conveying messages through theme, decor and Public Address (PA) system
  - (e) Types/Structure of business organisations
  - (f) Steps in preparing a plan for an Event Management Company
  - (g) Total Quality Management