

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**February, 2021**

**BHC-012 : EVENT PLANNING**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Describe the activities that strengthen the relationship with the client, giving examples. 20
2. Explain the benefits of feasibility study and feasibility assessment steps. Elaborate on how marketing feasibility and operational feasibility can be assessed for events. 20
3. (a) Discuss four critical factors in winning a bid. 10  
(b) Write about the role of Destination Marketing Organisations in attracting events, with the help of suitable examples. 10

4. (a) Explain Venue/Property related laws, Goods and Services Tax (GST) and Local Body Entertainment Tax (LBET) in the context of event management. 10
- (b) What are the licenses and approvals required for event management? 10
5. Discuss Risk Management process in detail, citing examples wherever necessary. 20
6. (a) Describe the principles of event design in detail. 10
- (b) Explain the following : 10
- (i) The use of technology for creativity, and
- (ii) The seven facets of event design.
7. (a) Discuss the tools for event planning and management. 10
- (b) Describe 'logistics on site' in event management, with the help of examples. 10
8. Write short notes on any **four** of the following using examples wherever necessary :  $4 \times 5 = 20$
- (a) Bid book and presentation
- (b) Process of contract development
- (c) The 5 Cs and creativity in event design
- (d) Contingency Plan/Emergency Response Plan
- (e) Assessing Human Resource requirement
- (f) Content theories of motivation