

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2021

BHC-013 : EVENT COORDINATION AND CONTROL

Time : 3 hours

Maximum Marks : 100

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

1. Write about the changes that take place in the role of the event manager while moving from planning stage to implementation stage. Further, discuss 'the event' (execution phase) in detail. 20
2. (a) Explain (i) Theming and Event Design, and (ii) Choosing the Venue/Event site as important elements of event staging. 10
(b) Write about alcohol management in events. 10
3. Write an essay on menu selection in events. 20

4. (a) Write about three types of controls that can be used in event management. 10
- (b) Explain how you will conduct evaluation to measure performance. 10
5. Give a detailed account of how India is being seen as an emerging market in MICE. Use suitable examples, wherever necessary. 20
6. (a) What are some emerging trends in wedding planning and themes ? Give examples. 10
- (b) What is the scope of cultural events today ? Give examples in your answer. 10
7. Write about sports events as an emerging industry in India, using examples. Briefly explain how you will market sports events. 20
8. Write short notes on any **four** of the following : $4 \times 5 = 20$
- (a) Creating a Work Breakdown Structure (WBS) and Work in Progress Report
- (b) Food Service Styles used in presentation
- (c) Green Venue Design
- (d) Four Advantages of Technology
- (e) Event Evaluation Report
- (f) Product Launches and Rural Activations
- (g) Four Entertainment Events