

00794

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2019

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

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1. Write an essay on the demand and scope of events. 20
Give examples wherever necessary.
 2. Describe the categories of events based on the key services provided using suitable examples. 20
 3. (a) What are the competencies required for an event entrepreneur ? 10
(b) Briefly explain the networking, negotiation and interpersonal skills possessed by an event manager. 10
 4. (a) Write about the communication skills required for event management, using examples. 10
(b) What is the significance of verbal communication methods for an event manager ? 10
 5. (a) How do you plan and build your event company portfolio ? 10
(b) Discuss the principles of portfolio design. 10

6. Discuss the event opportunity process in detail using suitable examples. 20
7. (a) What are the steps in preparing a business plan for an event management company? 10
(b) Briefly discuss the content and structure of a business plan. 10
8. Write short notes on any four of the following : $4 \times 5 = 20$
- (a) Strengths and challenges of the event industry.
 - (b) Critical Success Factors (CSFs)
 - (c) Conveying messages through theme, decor and Public Address (PA) system
 - (d) Type/structure of business organisations
 - (e) The 5C's of events and Total Quality Management
 - (f) Impact of events
 - (g) Careers in event management
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