

No. of Printed Pages : 3

**BHC-012****DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)****Term-End Examination****June, 2019****BHC-012 : EVENT PLANNING***Time : 3 Hours**Maximum Marks : 100*

---

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

---

---

1. (a) How can you identify potential sponsors for an event using CEDAR EEE ? 10
- (b) Discuss any *ten* activities that can strengthen relationships with the client. 10
2. (a) What is meant by feasibility study ? Discuss the steps for conducting feasibility assessment of an event. 10
- (b) Explain SWOT analysis as an important tool used in event planning for feasibility assessment. 10

(A-58) P. T. O.

3. What are the factors involved in deciding for bidding ? Discuss destination level bids with the help of examples. 20
4. Explain in detail the different stages of contract management process. 20
5. Discuss event risk management process in detail. 20
6. (a) Explain the role of creativity and innovation in event design. 10  
(b) Elaborate on the seven facets of event design. 10
7. Explain in detail the following two steps in developing a strategic event plan : 20
  - (i) Analysis of internal and external environment.
  - (ii) Planning the programme activities, site layout and logistics planning.
8. Write short notes on any *four* of the following : 5 each
  - (a) Bid book and presentation

**[ 3 ]**

- (b) Delivering a winning event proposal**
- (c) Logistics management**
- (d) Licenses and approvals for events**
- (e) Maps, models and Gantt chart**
- (f) Factors affecting selection of entertainment**
- (g) Team building**