

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**June, 2020**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *Answer any five questions.*

(ii) *All questions carry equal marks.*

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1. Discuss in detail about the categories of events, based on the key services they provide. Illustrate with the help of examples. 20
2. Briefly describe the characteristics of events with the help of suitable examples. 20
3. (a) List and describe any *six* communication requirements in events. 10  
(b) Explain the principles of portfolio design.

10

4. "Opportunity assessment process assesses the relationship between internal company strengths and external market attractiveness based on several parameters." Justify this statement. 20
5. (a) Describe the importance of 'public relations' and 'public speaking' as popular forms of communication methods by the event manager. 10
- (b) Explain the life cycle of an event organisation. 10
6. (a) Explain the process involved for recruitment, selection and placement of candidates in an event management company. 10
- (b) What is Total Quality Management (TQM) ? Explain the guidelines of TQM which can be customised according to the organisation's requirement. 10

7. Discuss in detail the size and growth of event industry in India. Also write about the key strengths and challenges. 20
8. Write short notes on any *four* of the following : 5 each
- (a) Mega events
  - (b) Impact of events
  - (c) Critical Success Factors (CSFs) required for an event company or an event manager
  - (d) Empathy and conversational skills
  - (e) Advantages and types of portfolios
  - (f) Raising finance through bank loans
  - (g) Briefly explain the steps in preparing a business plan for an Event Management Company.