

No. of Printed Pages : 3

BHC-012

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2020

BHC-012 : EVENT PLANNING

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. Write a brief note on each of the following two domains of event feasibility assessment : 20
 - (i) Marketing feasibility
 - (ii) Operational feasibility
2. Describe the event bidding life cycle process in detail. 20
3. (a) List and explain the points an event organiser needs to know from the client. 10

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- (b) Discuss the role of the following in winning a bid : 10
- (i) Bid team composition
 - (ii) Relationship marketing as critical factor
4. Explain the different stages of contract management process. 20
5. (a) What is the impact of Goods and Services Tax (GST) on the event industry ? Discuss. 10
- (b) Describe cost-plus contracts and fixed-price contracts. 10
6. (a) Discuss event safety norms with regard to crowd management. 10
- (b) Write a note on the contingency plan/emergency response plans (ERP) as tools used in risk prevention planning and its management. 10

7. Discuss the process of human resource planning by elaborating on the following : 20
- (i) Assessing Human Resource Management
 - (ii) Recruitment and Selection
8. Write short notes on any *four* of the following : 5 each
- (a) CEDAR EEE
 - (b) Destination level bids
 - (c) Use of technology for creativity in event design
 - (d) Organisational charts, maps and models
 - (e) Planning the programmes activities, site layout and logistics planning
 - (f) Principles of design
 - (g) Factors affecting selection of entertainment