

No. of Printed Pages : 4

BHC-013

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2020

**HC-013 : EVENT COORDINATION
AND CONTROL**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. What are the different phases in event management ? Describe the implementation phase in detail.

20

2. While staging events what aspects should be kept in mind in (i) choosing the venue/event site, and (ii) designing the stage ? 20
3. (a) Describe different types of menu available in the food and beverage service industry. 10
- (b) Write a brief note on waiter service and self service in service planning (food service style). 10
4. (a) "Special effects are used in special events to create technological surprises and emphasize an event element." Justify this statement by explaining the use of equipments to create special effects in today's event industry. 10

- (b) Discuss briefly the advantages of technology to event management. 10
5. Describe the event evaluation process in detail. 20
6. "Weddings form a major part of the overall events industry." Elaborate on this aspect using examples, and also explain the significance of destination weddings. 20
7. (a) Describe *four* entertainment events in the event industry, with the help of examples. 10
- (b) Citing examples, describe *four* sports events in the event industry. 10
8. Write short notes on any *four* of the following : $4 \times 5 = 20$
- (a) Alcohol management

- (b) Green Venue Designs
- (c) Mobile technology
- (d) Steps in control process
- (e) Evaluating media coverage
- (f) MICE and Corporate events
- (g) Classification of cultural events.