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BHC-015

DIPLOMA IN EVENT MANAGEMENT
(DEVMT)

Term-End Examination

June, 2020

BHC-015 : EVENT FINANCING AND ACCOUNTING

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. Explain the significance of financial planning for event financial management. Discuss *four* common financial challenges that event managers face in event management. 20
2. Discuss the factors contributing towards event ticket pricing in detail. 20
3. (a) Discuss sponsorship of events and how events can be marketed to attract sponsorship. 10

- (b) Explain the various stages in sponsorship process. 10
4. (a) Describe the principles of budgeting. 10
- (b) Explain the steps involved in budget construction. 10
5. (a) Discuss the different books for recording transactions. 10
- (b) What do you understand by 'Trial Balance'? Explain any *two* errors in trial balance and their rectification. 10
6. (a) Write about the different types of Accounting and Accounting Valuation. 10
- (b) Discuss the items included in the income statement. 10
7. What are the advantages of event auditing ? Explain the guidelines regarding taxation of income. 20
8. Write short notes on any *four* of the following : 5 each
- (a) Price skimming, prestige pricing and price lining

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- (b) Writing a proposal for sponsorship
- (c) Budgetary control
- (d) Contents of a typical balance sheet
- (e) Continuation and zero-based budgeting
- (f) Features of event auditing
- (g) How to meet GST compliance ?