

No. of Printed Pages : 4

**BHC-013**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**June, 2022**

**BHC-013 : EVENT COORDINATION**

**AND CONTROL**

*Time : 3 Hours*

*Maximum Marks : 100*

---

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

(ii) All questions carry equal marks.

---

---

1. Write an essay on project management for events. 20
2. (a) Describe the optimal use of 'props and decoration' while staging events. 10

**P. T. O.**

- (b) What kind of green designing ideas can you provide for a green-venue design ?  
Explain with examples. 10
3. (a) Write in detail about the equipment used for special effects in events. 10
- (b) How are tents, electrical services, trussing and rigging used in the event industry today ? Discuss. 10
4. Explain qualitative and quantitative approaches in event evaluation. Also explain concept research, formative evaluation, objective evaluation and summative evaluation to measure the performance of events. 20
5. Describe the role of Meetings, Incentives, Conferences and Exhibitions (MICE) in the event industry. Illustrate your answer with suitable examples. 20

6. “Social events, also known as personal events, involve a dazzling variety of forms.” In the light of this statement.

(a) Describe the significance of birthdays, anniversaries and engagement parties in the contemporary event industry. 10

(b) How will you plan destination weddings ? Explain. 10

7. Discuss in detail the various genres of entertainment events. Use examples wherever necessary. 20

8. Write short notes on any *four* of the following :

4×5=20

(a) Audience/Guests in event staging considerations

(b) Self service in catering management

- (c) Event management apps and technical productivity apps
- (d) Predictive control and feedback control
- (e) Quantitative evaluation of media coverage
- (f) Importance and classification of cultural events
- (g) Four sports events