

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**June, 2022**

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

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer any **five** questions. All questions carry equal marks.

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1. Describe the demand and scope of events with the help of suitable examples. 20
  
2. List and explain the categories of events based on the purpose or sector to which they belong. Use examples in your answer. 20
  
3. (a) How do problem and resource analysis enhance an event manager's entrepreneurial competencies ? Discuss. 10  
(b) How do networking skills, negotiation skills and service orientation help an event manager to become a professional leader ? Explain with the help of examples. 10
  
4. What is the importance of communication in event management ? Discuss in detail about communication requirements in events with the help of illustrations. 20

5. (a) Describe the steps in preparing a business plan for an event management company. 10
- (b) Why do some start-up event management companies fail ? Discuss. 10
6. (a) Explain the business potential of shortlisted services in the opportunity assessment process. 10
- (b) Describe the different types/structures of business organisations. 10
7. “Human Resource Development is the process of enabling and empowering human resources in an organisation.” Justify this statement in the context of event management. 20
8. Write short notes on any **four** of the following : 4×5=20
- (a) Uniqueness, Perishability and Fixed Time-scale
- (b) Production Companies and Event Catering Companies
- (c) Communication Skills for Event Management
- (d) Briefing, Debriefing and Technology-enabled Events
- (e) Principles of Portfolio Design
- (f) Life Cycle of an Organisation
- (g) External Sources of Finance
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