

BHC-011

BACHELOR OF TOURISM STUDIES (BTSOL)

BASICS OF EVENT MANAGEMENT

Time : Three Hours

Maximum Marks : 100

Note : i) Attempt all Sections.

ii) This paper has 3 Sections.

Section-I (Short Answer Type Questions) (5×4=20)

Attempt any five of the following. Each question carries 4 marks.

1. Perishability and creating live experiences
2. Entertainment and Art events
3. Critical success factors
4. Communication skills for event management
5. Briefing, debriefing and technology enabled meetings
6. Marketing mix in event management
7. External sources of finance

Section-II (Medium Answer Type Questions) (5×10=50)

Attempt any five of the following. Each question carries 10 marks.

8. Describe Mega, Major, Hallmark and Regional events, using suitable examples wherever necessary.
9. Explain the opportunities that rural, sports, digital integration and government events offer in the industry arena today.
10. How are 'service orientation' and 'handling pressures' useful skills for the event manager?

11. Describe the entrepreneurial competencies that are required in event management.
12. How do you plan and build your company's event portfolio?
13. Describe the steps in preparing a business plan for an event management company.
14. Discuss the lifecycle of an organisation.

Section-III (Long Answer Type Questions) (2×15=30)

Attempt any two of the following. Each question carries 15 marks.

15. Discuss about the categories of events based on the purpose or sector to which they belong. Illustrate with the help of examples.
16. Explain the use of networking, negotiation, technical, interpersonal and language skills for the success of an event manager.
17. Write an essay on the opportunity assessment process for starting an event management company.