

BHC-012

BACHELOR OF TOURISM STUDIES (ONLINE) (BTSOL)

Term-End Examination, June, 2023

BHC-012 : EVENT PLANNING

Time : 3 Hours Maximum Marks : 100

Note : (i) This paper has 3 Sections.

(ii) Attempt all Sections.

Section–A

(Short Answers)

Note : Attempt any *five* of the following : $5 \times 4 = 20$

1. Destination level bids.
2. ‘Bid team composition’ and ‘Ability to communicate’ as critical success factors in winning a bid.
3. Organizational charts, maps and models.
4. Process of contract development.
5. Meaning of ‘Creativity’ and the seven facets of event design.
6. Assessing human resource requirement.
7. Content theories of motivation.

Section–B

(Medium Answers)

Attempt any *five* of the following $5 \times 10 = 50$

1. Describe five activities that strengthen relationship with the client.
2. Elaborate on how operational feasibility can be assessed for events.

3. Explain the event bidding lifecycle process.
4. Explain Venue/Property related laws, Goods and Services Tax (GST) and Local Body Entertainment Tax (LBET) in the context of event management.
5. Write a note on the contingency plan/emergency response plans (ERP) as tools used in risk prevention planning and its management.
6. Describe the techniques of event logistics.
7. Explain 'organize a team' as a major step in the strategic event plan.

Section-C

(Long Answers)

Attempt any two of the following $2 \times 15 = 30$

1. Discuss the essentialities of an event proposal.
2. Describe the risk assessment process in detail using examples.
3. "The flow of material and people around the site, and the communication network become a very important area of logistics". Justify the statement by explaining logistics on site.