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BHC-012

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2023

BHC-012 : EVENT PLANNING

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Why is it essential to know your client ? How can you identify appropriate sponsorship using CEDAR EEE ? Explain. 20

2. (a) What is meant by Feasibility Study ? Discuss the steps for conducting feasibility assessment of an event. 10

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- (b) Explain SWOT analysis as an important tool used for feasibility assessment in event planning. 10
3. What do you understand by bidding ? Discuss in detail the critical factors in winning a bid. 20
4. Explain in detail the different stages of contract management process. 20
5. Define and explain risk management. Discuss the potential risks linked with event operations using suitable examples. 20
6. (a) Explain the role of creativity and innovation in event design. 10
- (b) Elaborate the seven facets of event design. 10
7. Describe the entertainment management process in detail using suitable examples. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Destination level bids with examples
- (b) Delivering a winning event proposal

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- (c) Logistics management
- (d) Maps, models and Gantt chart
- (e) Principles of event design
- (f) Assessing human resource requirement
- (g) Content theories in motivation