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BHC-015

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2024

**BHC-015 : EVENT FINANCING AND
ACCOUNTING**

Time : 3 Hours

Maximum Marks : 100

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

1. Why is financial planning important in event management ? Elaborate on the feasibility study with respect to event financial management. 20
2. (a) Discuss the factors contributing towards event ticket pricing. 10
(b) Write about any 04 pricing strategies used by market planners for events.
3. (a) Describe the different stages in sponsorship process. 10

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- (b) How will you construct a sponsorship business plan ? Discuss. 10
4. (a) Discuss the classification of budgets. 10
(b) Explain the steps in budget construction. 10
5. (a) List down and explain the functions of accounting. 10
(b) What are the three different methods of accounting valuation ? Explain each of them. 10
6. (a) What is income statement ? Describe the items that are included in the income statement. 10
(b) What is the significance of a balance sheet ? Describe the contents of a typical balance sheet. 10
7. Write an essay on the event audit process with special reference to 'pre-event' and 'post-event' stages. 20
8. Write short notes on any **four** of the following : 4×5=20
(a) Cost of holding an event

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- (b) Identifying appropriate Sponsorship using CEDAREEE
- (c) Constructing a sponsorship business plan
- (d) Meaning of budget and principles of budgeting
- (e) Double entry book keeping system
- (f) Advantages and limitations of auditing
- (g) How to meet GST compliance
