

DEVMT

Diploma in Event Management

**Assignments for students admitted in
July 2021 and January 2022 sessions**



**School of Continuing Education
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**

IMPORTANT ASSIGNMENTS 1-5

Programme: DEVMT

Dear Learners,

You will have to do five assignments as part of Diploma in Event Management. **DOING ALL FIVE ASSIGNMENTS IS COMPULSORY.** Each assignment has three parts – Long Answer Questions, Medium Answer Questions and Short Answer Questions. Each assignment carries 100 marks - 30 marks for Long Answer Question; 40 marks for Medium Answer Questions; and 30 marks for Short Answer Questions.

Objectives: The assignments are part of your evaluation and the marks will be carried in your grade sheets (refer to Section 7 on Evaluation in your Programme Guide). Another objective of the assignments is to assess how well you have understood the concepts explained in the various Blocks of every Course. This is assessed through the questions given in the assignments. Since the Diploma Programme aims to impart to you the requisite knowledge, understanding and skills, the purpose of the assignments is also to test how far you can apply the concepts to event management. Hence you are free to use as many examples and illustrations in your answers.

It is advised that answers should not be copied directly from the Self Learning Material (printed content) that has been given to you.

SOME DO'S AND DON'T'S ABOUT SENDING IN ASSIGNMENTS

Some Do's

- 1) When you receive the assignment, check it immediately and ask for the missing page(s), if any.
- 2) Submit your assignments on time at your Study Centre. By doing so, you can benefit from your Counselor's comments on your submitted response sheets.
- 3) Maintain an account of the assignments sent to us and the corrected sheets received by you. This will help you maintain the schedule of your work and avoid the possibility of sending the same assignment a second time.

Some Don'ts

- 1) Do not remind us to send back the corrected response sheets. These will be sent to you at the earliest possible.
- 2) Do not misplace / lose your graded assignments. You will need these till the Course is completed.
- 3) Do not enclose doubts for clarification along with the assignment. If you want to draw our attention to some thing of urgent/important nature, email us separately. Give your roll number, name, address, the title of the Course, the number of the assignment, etc. on top of your letter.

IMPORTANT INSTRUCTIONS

- 1) Write your roll number, name, full address and date on top right corner of the first page of your response sheets.
- 2) Submit each assignment separately. Write the Course title, assignment number and the name of the Study Centre you are attached to, in the center of the first page of your response sheets.

The top of the first page of your response sheets should look like this:

Enrolment No.....	Name.....
Course Title.....	Address.....
Assignment No.....
Study Centre.....	Date.....

Please follow the above format strictly. If you do not follow this format, we will be compelled to return your script to you for re-submission.

- 3) Read the instructions related to assignments printed in the Programme Guide in Section 7.
- 4) Please note that unless you submit all the five assignments contained in this booklet within the stipulated time, you would not be permitted to appear for the term-end examination for the respective Course.
- 5) Submit all the 3 Sections - Long Answer Question, Medium Answer Questions, and Short Answer Questions - of each assignment together, otherwise your assignment would be returned to you without being evaluated.

**DIPLOMA IN EVENTMANAGEMENT
(DEVMT)**

Assignments July 2021 and January 2022 sessions

**SCHEDULE FOR SUBMISSION OF ASSIGNMENTS
For BHC-011, BHC-012, BHC-013, BHC-014, and BHC-015**

Assignment Number	Last Date of Submission	Whom to Send
BHC-011/AST/TMA-1/2021/2022	28th February 2022 for July 2021 students 30th June 2022 for January 2022 students	The Coordinator of Your Study Centre
BHC-012/AST/TMA-2/2021/2022		
BHC-013/AST/TMA-3/2021/2022		
BHC-014/AST/TMA-4/2021/2022		
BHC-015/ AST/TMA-5/2021/2022		

Course Code : BHC-011
Course Title : Basics of Event Management
Assignment No. : BHC-011/AST/TMA-1/2021/2022

Note: The assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700 words. Medium answers should not exceed 400 words each. Short answers should not exceed 100 words each.

Long Answer Questions

Maximum Marks: 30
(30 x 1 = 30)

Attempt any **One** of the following:

- 1) Write an essay on the concept of Event Management.
- 2) What do you understand by demand for events? Discuss any five characteristics of events.
- 3) Write about networking skills, negotiation skills, technical skills and handling of pressures as essential skills for the event manager to be a professional leader. Cite example wherever necessary.

Medium Answer Questions

Maximum Marks: 40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) Describe the categories of events based on the key services they provide.
- 2) What are the different methods of communication required by an event manager / event entrepreneur?
- 3) What is a business plan? Describe the steps in preparing a business plan, and the content and structure of a business plan.
- 4) Write an essay on Human Resource Management in the event industry.
- 5) Discuss the origin and purpose of portfolios. Further, explain the principles of portfolio design.

Short Answer Questions

Maximum Marks: 30
(5 x 6 = 30)

Write short notes on any **Five** of the following:

- 1) Mega events and minor events
- 2) Hallmark events and Regional events
- 3) Advantages of events
- 4) Careers in event management
- 5) Public speaking and personal meetings
- 6) Benefit of a business plan
- 7) Break- even Analysis
- 8) Basic steps in preparing a presentation

Course Code : BHC-012
Course Title : Event Planning
Assignment No. : BHC-012/AST/TMA-2/2021 / 2022

Note: The assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700 words. Medium answers should not exceed 400 words each. Short answers should not exceed 100 words each.

Long Answer Questions

Maximum Marks:30
(30 x 1 = 30)

Attempt any **One** of the following:

- 1) Discuss the feasibility assessment parameters / domains of an event.
- 2) Write an essay on Risk Management Process in events.
- 3) Discuss in detail the elements of event logistics, with the help of examples.

Medium Answer Questions

Maximum Marks:40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) How do you identify appropriate sponsorship?
- 2) Explain the key bid components and criteria that can help in winning bids for events.
- 3) Discuss the essentialities of an event proposal.
- 4) Explain the development of event design as an integral part of event management.
- 5) Explain the theories of motivation, which are integral to the function of Human Resource Development in Event Management.

Short Answer Questions

Maximum Marks:30
(5 x 6 = 30)

Write short notes on any **Five** of the following:

- 1) Event bidding lifecycle
- 2) Destination level bids
- 3) Licensees and approvals
- 4) Process of contract development
- 5) Tools for event planning and management
- 6) Team building
- 7) Creating a programme schedule in entertainment management
- 8) Principles of event design

Course Code : BHC-013
Course Title : Event Coordination and Control
Assignment No. : BHC-013/AST/TMA-3/2021/2022

Note: The assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700 words. Medium answers should not exceed 400 words each. Short answers should not exceed 100 words each.

Long Answer Questions

Maximum Marks: 30
(30 x 1 = 30)

Attempt any **One** of the following:

- 1) Discuss the Event Implementation phase in detail.
- 2) Explain the concept of catering and catering management? What are the conditions involved in on-premise catering and off-premise catering.
- 3) Write an essay on marketing of sports events and the role of technology in sporting events.

Medium Answer Questions

Maximum Marks: 40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) Write about the types of issues that can crop up during the implementation of the event plan and ways to handle those issues.
- 2) Explain the technology trends in Event Management.
- 3) Define control in Event Management. Explain the difference between concurrent control and predictive control.
- 4) Describe the dimensions of evaluation and discuss about qualitative and quantitative evaluation
- 5) Discuss the positive and negative impacts of social and cultural events along with suitable examples.

Short Answer Questions

Maximum Marks: 30
(5 x 6 = 30)

Write short notes on any **Five** of the following:

- 1) Elements of Event Staging
- 2) Types of Buffet Service Styles
- 3) Event Management Apps
- 4) Role of Evaluation in the Event Management process cycle
- 5) Event Profile
- 6) Web-based Events with suitable examples
- 7) Media events
- 8) Model of “Cultural Consumer”

Course Code : BHC-014
Course Title : Event Marketing and Promotion
Assignment No. : BHC-014/AST/TMA-4/2021/2022
Total Marks : 100

Note: The assignment has three sections. It contains questions, which require long, medium and short answers. Long answer should not exceed 700-900 words. Medium answers should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30
(30 x 1 = 30)

Attempt any **One** of the following:

- 1) Describe the types of Event Marketing. Discuss the importance and advantages of experiential Marketing in the growing Event Industry.
- 2) Write an essay on the relevance of Market Segmentation to Event Management Companies. Describe the five options of targeting in the context of events.
- 3) Answer the following question:
 - i) Write about Consumer Behaviour regarding Event Industry.
 - ii) Explain Consumer Protection in India.

Medium Answer Questions

Maximum Marks:40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) Describe the Ps framework proposed by Getz and Allen-et.al.
- 2) Explain any two types of Event Marketing with the help of suitable examples.
- 3) Describe the three generic strategies that an EMC can use as a framework to achieve strategic advantage.
- 4) What is brand identity? Explain the difference between branding and brand building.
- 5) Describe the approaches and contribution of personal selling in Event Marketing.

Short Answer Questions

Maximum Marks:30
(5 x 6 = 30)

Write short notes on any **Five** of the following:

- 1) Difference between B2C and B2B Markets
- 2) Concept of positioning in Events
- 3) PESTLE Analysis and SWOT Matrix
- 4) Risk versus Return Matrix
- 5) Benefits of Brand Loyalty
- 6) DAGMAR Approach
- 7) Hybrid Communication in Event Marketing
- 8) Media Mix for Event

Course Code : **BHC-015**
Course Title : **Event Financing and Accounting**
Assignment No. : **BHC-015/AST/TMA-5/2020/2022**
Total Marks : **100**

Note: The assignment has three sections. It contains questions, which require long, medium and short answers. Long answer should not exceed 700-900 words. Medium answer should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks:30
(30 x 1 = 30)

Attempt any **One** of the following:

- 1) What is Event Finance? Describe the different components of Event Financial Management.
- 2) Describe the functions of Accounting and Standard Accounting principles.
- 3) Write about the concept of event pricing. Describe the factors contributing towards event ticket pricing in detail.

Medium Answer Questions

Maximum Marks:40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) Discuss sponsorship proposal writing. How do you construct a sponsorship business plan ?
- 2) What kind of financial challenges can be faced by an Event Project? Discuss the factors which are limited to event finance.
- 3) What is the difference between Financial Analysis and Trend Analysis?
- 4) Describe Income Statement and Balance Sheet in detail.
- 5) What is "Seeding"? How does it help in the Audit process? Further explain audit report.

Short Answer Questions

Maximum Marks:30
(5 x 6 = 30)

Write short notes on any **Five** of the following:

- 1) Master budget and functional budget
- 2) GST and LBET
- 3) Double Entry Book keeping system
- 4) Cost oriented pricing
- 5) Types of financial statements
- 6) Cash flow statement
- 7) Pre Event and Post Event auditing
- 8) Event ticket pricing