

**DEVMT**

# **Diploma in Event Management**

**Assignments for students admitted in  
July 2023 and January 2024 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 something 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.

- 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:

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

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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 EVENT MANAGEMENT  
(DEVMT)**

**ASSIGNMENTS (July 2023 and January 2024 session)**

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

<b>Assignment Number</b>	<b>Last Date of Submission</b>	<b>Whom to Send</b>
<b>BHC-011/AST/TMA-1/2023/2024</b>	<b>31<sup>st</sup> March 2024 for July 2023 students</b>  <b>30<sup>th</sup> June 2024 for January 2024 students</b>	<b>The Coordinator of Your Study Centre</b>
<b>BHC-012/AST/TMA-2/2023/2024</b>		
<b>BHC-013/AST/TMA-3/2023/2024</b>		
<b>BHC-014/AST/TMA-4/2023/2024</b>		
<b>BHC-015/ AST/TMA-5/2023/2024</b>		

**Course Code:** BHC-011  
**Course Title:** Basics of Event Management  
**Assignment No.:** BHC-011/AST/TMA-1/2023/ 2024  
**Total Marks:** 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A 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) Discuss the categorization of events based on the key services they provide? Give suitable examples.
- 2) Write an essay on the characteristics of events.
- 3) Give a detailed account of the methods of communication that an event manager uses.

### **Medium Answer Questions**

**Maximum Marks: 40**

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Explain the significance of Human Resource Management (HRM) in events? Write about recruitment, selection and placement, and performance appraisal in HRM
- 2) Describe the steps in preparing a business plan for an Event Management Company?
- 3) Why do some start-up Event Management Companies fail?
- 4) Discuss the demand and scope of events. In a few words write about the demand for any one event you visited (eg. trade fair, exhibition, festival, etc).
- 5) How are entertainment and art events important to the event industry today? Discuss any one entertainment event from you own experience.

### **Short Answer Questions**

**Maximum Marks: 30**

(5 x 6=30)

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

- 1) Regional and Mega events
- 2) Break-even analysis
- 3) Twelve advantages of events
- 4) Communication requirements in events
- 5) Five entrepreneurial competencies required by an event entrepreneur
- 6) Production and Operations Management
- 7) Type / Structure of Business Organisations
- 8) Careers in Event Management

**Course Code:** BHC-012  
**Course Title:** Event Planning  
**Assignment No.:** BHC-012/AST/TMA-2/2023/2024  
**Total Marks:** 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A 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) Discuss the feasibility assessment parameters / domains of an event.
- 2) Give a detailed account of the types of risks related to events and those encountered during events.
- 3) Describe event design in detail. Draw/paste pictures/ images wherever necessary.

### **Medium Answer Questions**

**Maximum Marks: 40**

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Explain the elements of the strategic event planning process?
- 2) What are the elements of event logistics? Explain.
- 3) What do you understand by bidding? Explain the key bid components and criteria.
- 4) Describe the steps in developing a strategic event plan.
- 5) Write an essay on the contract management process.

### **Short Answer Questions**

**Maximum Marks: 30**

(5 x 6 =30)

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

- 1) Seven facets of event design
- 2) Four critical factors in winning a bid
- 3) Licenses and approvals for events
- 4) GST and LBET
- 5) Requirements of a good event proposal
- 6) Risk management and Emergency Response Plan
- 7) Components of a contract
- 8) Two theories on motivation

**Course Code:** BHC-013  
**Course Title:** Event Coordination and Control  
**Assignment No.:** BHC-013/AST/TMA-3/2023/2024  
**Total Marks:** 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A 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) Give an account of the event implementation and execution phases, using diagrams wherever necessary.
- 2) Describe the elements of event staging in detail. Use illustrations wherever necessary.
- 3) Discuss MICE Events. Also give your own case study of an activation / exhibition.

### **Medium Answer Questions**

**Maximum Marks: 40**

(20 x 2=40)

Attempt any **Two** of the following:

- 1) What are the dimensions of evaluation? Discuss about qualitative and quantitative evaluation.
- 2) What do you understand by event project management? How do creating a Work Breakdown Structure, Scheduling and Network Analysis help in project management?
- 3) Describe menu selection in catering management of events.
- 4) What is the importance of weddings in the event industry today? Substantiate your answer with suitable examples.
- 5) Explain the various types of equipment used in events today.

### **Short Answer Questions**

**Maximum Marks: 30**

(5 x 6=30)

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

- 1) Green venue design
- 2) Buffet service
- 3) Entertainment events
- 4) Managing sports events
- 5) Cultural consumer model
- 6) Any four control methods
- 7) Importance of event evaluation report
- 8) Any four technology trends in event management

**Course Code: BHC-014**  
**Course Title: Event Marketing and Promotion**  
**Assignment No.: BHC-014/AST/TMA-4/2023/2024**  
**Total Marks: 100**

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A 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) Write about any two Ps of event marketing as marketing-mix tools. Further explain the Ps framework proposed by Getz and Allen et.al in detail.
- 2) Discuss the relevance of Market Segmentation to Event Management Companies. Write about the five options of targeting in the context of events.
- 3) Discuss the importance of event sales promotion. Explain its strategies in detail.

### **Medium Answer Questions**

**Maximum Marks: 40**

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Write an essay on the different tools that are used effectively to analyse event marketing environment.
- 2) What do you understand by event positioning? Using example, explain how an Intellectual Property can help in maintaining its desired image and in event positioning.
- 3) Explain the role of destination marketing organisations and convention bureaus in holding events.
- 4) Explain the selection and execution of advertising message.
- 5) Describe the use of Integrated Marketing Communications in event management. How can E-marketing be integrated in the event marketing strategy?

### **Short Answer Questions**

**Maximum Marks: 30**

(5 x 6=30)

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

- 1) Brand identity
- 2) Risk versus Return Matrix
- 3) Any two events based on image transfer
- 4) Direct Marketing
- 5) Viral Marketing and e-WOM
- 6) Factors affecting media selection
- 7) Media Mix for Events
- 8) Contribution of personal selling to event marketing



**Course Code:** BHC-015  
**Course Title:** Event Financing and Accounting  
**Assignment No.:** BHC-015/AST/TMA-5/2023/2024  
**Total Marks:** 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A 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) Write an essay on sponsorship of events.
- 2) Discuss the pricing strategies used by event marketers in the industry.
- 3) Write about budgeting and the principles of budgeting? Discuss the steps involved in budget construction of events.

### Medium Answer Questions

**Maximum Marks: 40**  
(20 x 2=40)

Attempt any **Two** of the following:

- 1) What are the books that are used for recording transactions ? Explain in brief.
- 2) Explain accounting cycle of an event project. Write about the functions of accounting.
- 3) Describe income statement, balance sheet and cash flow statement that are used in event accounting.
- 4) Explain the guidelines regarding taxation of income.
- 5) What are some common financial challenges encountered during event management?

### Short Answer Questions

**Maximum Marks: 30**  
(5 x 6 =30)

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

- 1) GST and LBET
- 2) Sponsorship proposal
- 3) On-site event auditing
- 4) Types of bookkeeping systems
- 5) Trial balance
- 6) Types of accounting
- 7) Two common financial challenges
- 8) Continuation and Zero-based Budgeting

