

DEVMT

Diploma in Event Management

**Assignments for students admitted in
July 2022 and January 2023 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.

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 for July 2022 and January 2023 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-1/2022/2023	28th February 2023 for July 2022 students 30th June 2023 for January 2023 students	The Coordinator of Your Study Centre
BHC-012/AST/TMA-2/2022/2023		
BHC-013/AST/TMA-3/2022/2023		
BHC-014/AST/TMA-4/2022/2023		
BHC-015/ AST/TMA-5/2022/2023		

Course Code : BHC-011
Course Title : Basics of Event Management
Assignment No. : BHC-011/AST/TMA-1/2022/2023

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) Describe any four types of events in detail based on the purpose or sector to which they belong. Give examples wherever necessary.
- 2) Explain the characteristics of events with examples.
- 3) Describe the life cycle of an organisation. What are the components of Human Resource Development under HRM that play a significant role in the life cycle of an organisation?

Medium Answer Questions

Maximum Marks: 40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) 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).
- 2) What are the different methods of communication required by an event manager/event entrepreneur?
- 3) What are the steps in preparing a business plan for an Event Management Company?
- 4) Why do some start-up Event Management Companies fail?
- 5) Explain the various sources of finances for the purpose of raising finance by event entrepreneurs.

Short Answer Questions

Maximum Marks: 30
(5 x 6 = 30)

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

- 1) Hallmark and Mega events
- 2) Twelve advantages of events
- 3) Public relations and personal meetings
- 4) Basic steps in preparing a presentation
- 5) Type/Structure of Business Organisations
- 6) Opportunity and resource analysis
- 7) Production and Operations Management
- 8) Careers in event management

Course Code : BHC-012
Course Title : Event Planning
Assignment No. :BHC-012/AST/TMA-2/2022 / 2023

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) What is meant by bidding? Explain the bidding life cycle process in detail.
- 2) Write an essay on Risk Management Process in events.
- 3) Describe event design in detail. You can draw/paste pictures/images wherever necessary.

Medium Answer Questions

Maximum Marks: 40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) How can you identify appropriate sponsorship? Write about any five key activities to strengthen relationships with clients or sponsors.
- 2) Discuss the elements of event logistics.
- 3) Describe the critical factors in winning a bid.
- 4) Describe the development of event safety norms regarding (1) fire safety, and (ii) crowd management.
- 5) List the steps in developing a strategic even plan. Explain how you will
 - (i) Develop event goals and objectives, and
 - (ii) Plan programme activities, site layout and logistics planning.

Short Answer Questions

Maximum Marks: 30
(5 x 6 = 30)

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

- 1) Licensees and approvals
- 2) Components of a contract
- 3) Destination level bids
- 4) Requirements of a good event proposal
- 5) Motivation
- 6) Team building
- 7) Assessing human resource requirement in human resource planning
- 8) Factors affecting selection of entertainment

Course Code : BHC-013
Course Title : Event Coordination and Control
Assignment No. : BHC-013/AST/TMA-3/2022/2023

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) Describe the meaning, elements, types and characteristics of control.
- 2) Write an essay on the types of Cultural Events. Explain the model of cultural consumer given by Kolb.
- 3) “Social events and weddings are major segments of the event industry”. Justify this statement. Also give your own case study.

Medium Answer Questions

Maximum Marks: 40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) Describe the event implementation phase in detail, using diagrams wherever necessary.
- 2) Write about menu selection in catering management of events.
- 3) Write about managing the sports event and the factors involved in managing participants in sports events.
- 4) List the technology trends in event management. Discuss the important equipments used in events for creating effects.
- 5) Explain the monitoring of media in event management. Give suitable examples.

Short Answer Questions

Maximum Marks: 30
(5 x 6 = 30)

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

- 1) Event Reporting System
- 2) Scheduling and Network Analysis
- 3) Work Breakdown Structure
- 4) Green Venue Designs
- 5) MICE and Corporate events
- 6) A la carte Menu
- 7) Event staging
- 8) Evaluation in event management process cycle

Course Code : BHC-014
Course Title : Event Marketing and Promotion
Assignment No. : BHC-014/AST/TMA-4/2022/2023
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) What is event marketing environment? Discuss about the external event marketing environment.
- 2) Write an essay on branding and positioning of events.
- 3) Describe the following:
 - i) Advertising budgets regarding events
 - ii) Selection and execution of advertising message for promoting events

Medium Answer Questions

Maximum Marks: 40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) Explain the role of Destination Marketing Organizations and Convention Bureaus in the marketing of events.
- 2) “Experiential Marketing for Brand Experiences is the new role of PR”. Justify this statement with the help of suitable examples in your answer.
- 3) Describe the strategies of sales promotion.
- 4) What is strategic marketing? Discuss the importance of strategic marketing for events.
- 5) Explain the role of Integrated Marketing Communication (IMC) in event management. What is digital marketing?

Short Answer Questions

Maximum Marks: 30
(5 x 6 = 30)

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

- 1) Approaches to personal selling
- 2) E- marketing
- 3) Porter’s 5 forces
- 4) The Ps framework proposal by Getz
- 5) PESTLE Analysis tool
- 6) Tasks involved in segmentation
- 7) Media mix for events
- 8) Motivation and type of involvement in consumer behavior

Course Code : **BHC-015**
Course Title : **Event Financing and Accounting**
Assignment No. : **BHC-015/AST/TMA-5/2022/2023**
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 are the pricing strategies used by event marketers? Describe in detail.
- 2) Write an essay on sponsorship of events.
- 3) What are the principles of budgeting? Explain 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) Describe the books that are used for recording transactions.
- 2) Explain income statement and balance sheet.
- 3) Write down the guidelines for taxation of income.
- 4) What kind of financial challenges can be faced in an Event Project? Discuss the factors which are limited to event finance.
- 5) Define auditing. Explain the different stages of event audit process.

Short Answer Questions

Maximum Marks: 30
(5 x 6 = 30)

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

- 1) Sponsorship proposal for an event
- 2) Double Entry Book keeping system
- 3) Any four pricing strategies
- 4) Types of financial statements
- 5) Pre Event and Post Event auditing
- 6) Event ticket pricing
- 7) Trial balance
- 8) Continuation and Zero-based Budgeting