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**BHC-012**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**December, 2019**

**BHC-012 : EVENT PLANNING**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Why is it essential to know your client ? How can you identify appropriate sponsorship using CEDAR EEE ? Explain. 20
  
2. What is the importance of feasibility assessment of an event ? Discuss the steps of conducting a feasibility assessment of an event. 20
  
3. What do you understand by bidding ? Discuss in detail the critical factors in winning a bid. 20

4. (a) Define contract. What are the components of a contract ? 10
- (b) Discuss the different types of contract that are used in the event industry. 10
5. Define and explain risk and risk management. Discuss the potential risks linked with event operations using suitable examples. 20
6. (a) Discuss the principles of event design, as given by Brown. 10
- (b) Explain the event design model, by focussing on concept, theme, design and logistics. 10
7. Describe the entertainment management process in detail, using suitable examples. 20
8. Write short notes on any *four* of the following :  
 $4 \times 5 = 20$
- (a) Destination level bids with examples
- (b) Five key activities to strengthen relationships with client/sponsors

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- (c) Contingency Plan/Emergency Response Plans (ERP) in risk management
- (d) Contents of the event proposal
- (e) Gantt chart and run sheets
- (f) Assessing human resource requirement
- (g) Content theories in motivation