

DIPLOMA IN EVENT MANAGEMENT (DEVMT)

Term-End Examination,

December 2019

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

Time : 3 Hours]

[Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What is the significance of financial planning in event management? Describe the common financial challenges that the event manager can come across in event management. 20
2. Describe the factors contributing towards event ticket pricing in detail. 20
3. Explain the following : 20
 - i) Identifying appropriate sponsorship for the event.
 - ii) Getting sponsorship for an event.
4. What are the principles of budgeting? Describe the steps in budget construction. 20

(2)

5. Explain the following : 20
- Functions of accounting.
 - Contents of a typical balance sheet.
6. Explain the guidelines regarding taxation of income. 20
7. Why should you Audit your event? What are the advantages and limitations of event auditing? 20
8. Write short notes on any four of the following : $4 \times 5 = 20$
- Price skimming, prestige pricing and price lining.
 - Sponsorship strategy.
 - Principles of budgeting.
 - Income statement.
 - Continuation and zero based budgeting.
 - Trail balance.
 - GST.

