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BHC-011

DIPLOMA IN EVENT MANAGEMENT

(DEVMT)

Term-End Examination

Dec., 2021

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

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1. Discuss in detail any *four* categories of events, based on the 'purpose' or 'sector' to which they belong. Illustrate with examples. 20
 2. "The demand and scope of events are driven by several factors." Discuss this statement using examples wherever necessary. 20

3. (a) Write any *three* characteristics of events. 10
(b) Discuss the scope of expansion and careers in the events industry. 10
4. (a) What screening process is followed after event feasibility, and how does one progress from the idea for the event thereafter ? Explain. 10
(b) What 'interpersonal skills' and 'service orientation skills' are required for an event manager to effectively communicate with clients ? Discuss. 10
5. What is meant by portfolio ? Explain the steps involved in building an event company's portfolio. 20
6. Give a detailed account of the event opportunity assessment process, with examples. 20
7. (a) Describe the benefits of a business plan. 10
(b) Elaborately discuss the steps in preparing a business plan for an event management company. 10

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8. Write short notes on any *four* of the following :

4×5=20

- (a) Creation edge and wow factor
- (b) Opportunity and resource analysis, in brief
- (c) Recruitment, selection and placement
- (d) Public speaking and technology-enabled meetings
- (e) Type/Structure of business organisations
- (f) Break-even analysis
- (g) Failure of some start-up event companies.