

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2021

BHC-012 : EVENT PLANNING

Time : 3 hours

Maximum Marks : 100

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

1. (a) Elaborate on why knowing the client/customer before organising an event is important. 10
- (b) Explain briefly the marketing feasibility and risks feasibility of an event. 10
2. Discuss the process of Event Bidding Lifecycle in detail. 20
3. (a) Define Contract. Describe the elements of a contract. 10
- (b) Discuss the stages of Contract Management Process in event management. 10

4. (a) Write about the development of event safety norms for venue and site design. *10*
- (b) What are the norms that are associated with crowd management in events ? Explain. *10*
5. (a) How will you identify all possible risks using risk identification and assessment tools, in the risk management process ? Discuss. *10*
- (b) Explain the significance of (i) Contingency Plan/Emergency Response Plan (ERP), and (ii) Crisis Plan, in the risk management process. *10*
6. List the steps in developing a strategic event plan. Also discuss (i) The purpose, vision and mission statements, and (ii) Organising a team. *20*
7. (a) Discuss team building in Human Resource Planning for events. *10*
- (b) Write about the techniques of logistics management in detail. *10*

8. Write short notes on any **four** of the following using examples wherever necessary : *4×5=20*
- (a) Customer audience, Exposure potential, Distribution channel audience, and Advantage over competitors – in CEDAR EEE
 - (b) Four Critical Factors in Winning a Bid
 - (c) Delivering a Winning Proposal
 - (d) GST and LBET
 - (e) Principles of Event Design
 - (f) Gantt Chart and Run Sheets
 - (g) Entertainment Planning
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