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BHC-012

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2022

BHC-012 : EVENT PLANNING

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Answer any **five** questions.*

(ii) *All questions carry equal marks.*

1. How do you identify appropriate sponsorship and strengthen relationships with the client ? Describe this in detail. 20
2. What is a feasibility study ? Elaborate on the various tools used for feasibility of students. 20
3. Discuss the following :
 - (a) Bid book and presentation 10
 - (b) **Four** critical factors in winning a bid 10

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4. In the context of events, write in detail about the following :
- (a) The Noise Pollution (Regulation and Control) Rules 10
 - (b) Permissions and NOC 10
5. Write an essay on contingency plan/emergency response plans (ERP), crisis plan and risk control, as measures of event risk management process and control. 20
6. (a) Discuss the principles of event design with the help of examples. 10
- (b) Explain how 'creativity' and 'innovations' in event design benefit the event industry. 10
7. Write about the importance of logistics in event management. Further, explain the techniques of logistic management. 20
8. Write short notes on any *four* of the following : 5×4=20
- (a) Feasibility assessment steps

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- (b) Destination level bids
- (c) Event proposal and requirements of a good proposal
- (d) Types of contracts
- (e) Maps and models, Gantt charts and Run sheets
- (f) 'Training' as a process of human resource planning for events
- (g) Entertainment planning process