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BHC-013

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2022

**BHC-013 : EVENT COORDINATION
AND CONTROL**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. What do you understand by event implementation and execution phases ? Describe the event execution phase in detail. 20
2. (a) Explain the concept of project management for events. Also explain work breakdown structure and scope of work, as effective techniques in project management. 10
- (b) Discuss the following elements of event staging : 10
 - (i) Programming
 - (ii) Entertainment.

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3. (a) What are the important points to be considered while designing menu in events ? 10
- (b) What is the relevance of hygiene, sanitation and safety for catering management in events ? Discuss. 10
4. Briefly write about the role of evaluation in event management project cycle. Further, discuss about the models for evaluation as a framework for data collection, in the event evaluation steps. 20
5. Describe meetings, conferences, corporate hospitality and product launches in detail. Illustrate your answer with suitable examples. 20
6. Write in detail about the following social events using examples : 10+10
- (a) Birthdays, anniversaries and fund raising cause-related events
- (b) Destination weddings
7. Discuss managing of sports events in detail. 20

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

4×5=20

- (a) 'Scheduling' as a technique in project management for events
- (b) Production schedule and recording the event, while staging events
- (c) Use of immersive technology, tablet and smart phones
- (d) Any *two* control methods
- (e) Events and monitoring of media
- (f) The cultural consumer
- (g) Any *three* entertainment events