

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2022

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Describe the categories of events based on the key services they provide. Give suitable examples in your answer. 20
2. Describe the characteristics of events. How can each characteristic help in generating a successful event ? 20
3. How do networking skills, negotiation skills, technical skills, interpersonal skills and handling pressures help an event manager to function as a professional leader ? Explain with the help of examples. 20
4. (a) What are the different communication requirements in events, at different stages ? 10
(b) Write about the different verbal communication methods which an event manager can use during the event planning, implementation and post-event stages. 10

5. Discuss the 'opportunity assessment process' to start an event management company. 20
6. (a) What is a business plan ? Describe the benefits of a business plan. 10
- (b) Describe the steps in preparing a business plan for an event management company. 10
7. (a) Describe the life cycle of an organisation. 10
- (b) What is Financial Management ? Explain the functions of financial management. 10
8. Write short notes on any **four** of the following : 4×5=20
- (a) Entertainment and Art Events
- (b) Five Entrepreneurial Competencies to be an Event Manager
- (c) Critical Success Factors Required for Event Management
- (d) Types of Portfolios
- (e) Types/Structures of Business Organisations
- (f) Recruitment, Selection and Placement in Event Management
- (g) Total Quality Management
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