

No. of Printed Pages : 3

**BHC-011**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**December, 2023**

**BHC-011 : BASICS OF EVENT MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Describe the categories of events on the basis of their size. Give suitable examples. 20
2. Discuss the (i) impact event have on their communities and stakeholders, and (ii) advantages of events. 20
3. What are the competencies required for being an event entrepreneur ? How can an event entrepreneur conduct 'problem analysis' to enhance her/his competencies ? 20

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4. (a) What are the basic communication requirements in events ? Explain these requirements during different stages. 10
- (b) Explain public speaking, technology enabled meetings, combination of oral and written methods, and conveying messages through theme and decor, as important methods of communication in event management. 10
5. (a) How do you assess the business potential of short-listed services ? 10
- (b) Explain the structure and main document of a business plan, using a table. Further give reasons for the failure of some start-up event management companies/firms. 10
6. What are the functions of financial management ? Discuss the internal and external sources of raising finance. 20
7. Write short notes on any *four* of the following :  
4×5=20
- (a) *Two* characteristics of events

**[ 3 ]**

- (b) Scope of events
- (c) Networking, negotiation and language skills
- (d) Personal meetings, briefing and de-briefing meetings
- (e) Principles of portfolio design
- (f) Types/Structures of business organizations
- (g) Employee compensation and motivation