

No. of Printed Pages : 4

**BHC-012**

**DIPLOMA IN EVENT MANAGEMENT**

**(DEVMT)**

**Term-End Examination**

**December, 2023**

**BHC-012 : EVENT PLANNING**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (1) *Attempt any **five** questions.*

(2) *All questions carry equal marks.*

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1. (a) How can you identify potential sponsors for an event using CEDAR EEE ? 10
- (b) Discuss any *ten* activities that can strengthen relationships with the client. 10

**P. T. O.**

2. What is the importance of feasibility assessment of an event ? Discuss the steps of conducting a feasibility assessment of an event. 20
  
3. What are the factors involved in deciding for bidding ? Discuss destination level bids with the help of examples. 20
  
4. (a) Define contract. What are the components of a contract ? 10
  
- (b) Discuss the different types of contract that are used in the event industry. 10
  
5. Briefly discuss event risk management process with the help of illustrations and examples. 20

6. (a) Discuss Brown's five principles of event design. 10
- (b) Explain the event design model, by focussing on concept, theme, design and logistics. 10
7. Explain in detail the following two steps in developing a strategic event plan : 20
- (i) Analysis of internal and external environment
- (ii) Planning the programme activities, site layout and logistics planning.
8. Write short notes on any *four* of the following : 4×5=20
- (a) Bid book and presentation
- (b) Contingency Plan/Emergency Response Plans (ERP) in risk management

- (c) Seven facets of event design
- (d) Contents of the event proposal
- (e) Checklists and run sheets
- (f) Factors affecting selection of  
entertainment
- (g) Team building