

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**June, 2021**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Discuss the characteristics of events using suitable examples wherever necessary. 20
  
2. List and describe four events based on the purpose or sector to which they belong. 20
  
3. (a) What are the competencies required for being an event entrepreneur ? Explain. 10  
(b) Discuss the Critical Success Factors (CSFs) that can ensure the success of an event management company or an event manager. 10
  
4. (a) “Good communication skills are essential for successful event management.” Justify this statement with suitable examples. 10  
(b) Discuss the basic steps in preparing a presentation for effective communication to potential clients. 10

5. (a) Write about the types/structure of business organisations. 10
- (b) Explain the steps in preparing a business plan for an event management company. 10
6. Write an essay on the Human Resource Development (HRD) components of Human Resource Management (HRM). 20
7. (a) Explain the concept of financial management and discuss its functions. 10
- (b) Explain the internal and external sources for raising finances. 10
8. Write short notes on any **four** of the following using examples wherever necessary :  $4 \times 5 = 20$
- (a) Demand and scope of events
- (b) Mega events
- (c) Hallmark events and Digital events
- (d) Principles of portfolio design
- (e) Public relations and Public speaking
- (f) Life cycle of an organisation
- (g) Assessing the business potential of shortlisted services
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