

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2021

BHC-012 : EVENT PLANNING

Time : 3 hours

Maximum Marks : 100

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

1. How can you identify appropriate sponsorship using CEDAR EEE ? Write any two key activities for strengthening relationships with clients. 20

2. (a) Explain the steps for conducting a feasibility assessment of an event. 10
(b) Write in detail about marketing feasibility of an event. 10

3. Explain the concept of bidding. Discuss in detail the critical factors in winning a bid. 20

4. (a) Define a Contract. What are the components of a contract ? 10
(b) Describe the different types of contracts that are used in the event industry. 10

5. What do you understand by Risk and Risk Management ? Discuss the potential risks linked with event operations, citing examples wherever necessary. 20
6. Write a detailed note on Event Design. Use examples wherever necessary. 20
7. Describe the entertainment management process in detail. 20
8. Write short notes on any **four** of the following : 4×5=20
- (a) Knowing Your Client
 - (b) Contents of the Event Proposal
 - (c) Two Laws Related to Event Management
 - (d) Logistics on Site
 - (e) Destination Level Bids
 - (f) Assessing Human Resource Management
 - (g) Content Theories in Motivation
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