

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2022

BHC-015 : EVENT FINANCING AND ACCOUNTING

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Answer any **five** questions.*

(ii) *All questions carry equal marks.*

1. Describe the factors related to event finance.
How will 'event interest', 'venue suitability', 'time' and 'costing' guide you in conducting a feasibility study for the financial management of the event ? Discuss. 20
2. Elaborate on the basic pricing strategies implemented by event marketers. 20
3. (a) How will you identify appropriate sponsorship using CEDAR EEE ? Explain.

- (b) How can you construct a sponsorship business plan for events ? Describe its components. 10
4. Write about the importance of budget and the classification of budgets in detail. 20
5. (a) Highlight the importance of book-keeping for financial transactions in event management. 10
- (b) Explain the types of book-keeping systems that will be useful in event businesses. 10
6. Define financial statement and describe income statement with the items included in the income statement. 20
7. Explain the event audit process during : 20
- (i) On-site stage
- (ii) Post-event stage
8. Write short notes on any **four** of the following : 4×5=20
- (a) Two common financial challenges with solutions

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- (b) Two considerations for strategic event pricing
- (c) Functions of accounting
- (d) Errors of commission and errors of omission
- (e) Trend analysis and ratio analysis
- (f) Limitations of auditing
- (g) How to meet GST compliance