

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2022

BHC-012 : EVENT PLANNING

Time : 3 hours

Maximum Marks : 100

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

1. Write an essay on feasibility assessment parameters/domains in event management. 20

2. What is meant by bidding for events ? Give an account of the event bidding lifecycle process. 20

3. (a) Explain how 'ability to organise events' and 'relationship marketing' act as critical factors in winning a bid. 10
(b) Describe the contents of an event proposal. 10

4. (a) Discuss the licences and approvals required to conduct events. 10
(b) Write in detail about any three risks linked with event operations. 10

5. Describe in detail the risk assessment process as a significant part of the risk management process. 20
6. While developing a strategic event plan, explain the following two steps :
- (a) Step 2 – Develop event goal/s and objectives. 10
 - (b) Step 3 – Analysis of internal and external environment. 10
7. Describe (i) the creation of programme schedule, and (ii) the entertainment planning process, in entertainment planning. 20
8. Write short notes on any **four** of the following : $4 \times 5 = 20$
- (a) Five activities to strengthen relationships with the client
 - (b) Stakeholders' support and subvention
 - (c) Process of contract development
 - (d) Goods and Services Tax (GST) and Local Body Entertainment Tax (LBET)
 - (e) Meaning of 'creativity' and the seven facets of an event design
 - (f) 'Induction' as a process of human resource planning for events
 - (g) Backdrop/Staging and communication set-up