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BHC-011

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2023

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Describe the categories of events based on their size, using suitable examples wherever necessary. 20
2. What is the range of impacts that events create ? Also write about the advantages generated by events. 20
3. (a) What do you understand by 'progressing the idea' for an event ? Explain. 10

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- (b) What are the critical success factors that should be kept in mind for the success of an event manager or an event management company ? Discuss. 10
4. Discuss in detail about the various methods of communication used by the event manager during the planning, implementing and post-event stage. 20
5. (a) What are the basic steps in preparing a presentation ? Explain with the help of an illustration. 10
- (b) What are the purposes and advantages of portfolios ? Explain. 10
6. (a) What are the components of a business plan ? Discuss each of them. 10
- (b) Explain the life-cycle of an organization. 10
7. Write an essay on marketing management of an event management company. 20
8. Write short notes on any *four* of the following :
4×5=20
- (a) Creating live experiences, networking with vendors and team work

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- (b) Rural, sports, digital integration and government events
- (c) Cultural events
- (d) Developing good communication skills
- (e) Pre-event communication, on-site communication and communication ring
- (f) Recruitment, selection and placement
- (g) Functions of financial management and types of finance