BHC-013

DIPLOMA IN EVENT MANAGEMENT (DEVMT)
Term-End Examination
June, 2023
BHC-013 : EVENT COORDINATION AND CONTROL

Time : 3 Hours   *Maximum Marks : 100*

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

(*ii*) *All questions carry equal marks.*

1. Explain the 'Event Execution' phase using suitable examples.   20

2. (a) Write about 'catering operations' (on-premise and off-premise) and 'food service requirements', in catering management for events.   10

   (b) Discuss the different types of menu in menu selection that can be executed in catering management.   10

3. Write an essay on the various equipments and effects that are used in events to generate the desired impact.   20

4. Discuss the importance, framework and uses of the event evaluation report, with the help of illustrations.   20

5. (a) Write about the significance of networking events, product launches, activations and rural activations to the event industry, using suitable examples. 10

   (b) How are weddings playing a vital role in the expansion of the event industry ? Highlight the emerging trends. 10

6. (a) Classify and explain cultural events. Describe who a 'cultural consumer' is. 10

   (b) List the various entertainment genres. Describe concerts, music festivals, choreography and rock shows. 10

7. Explain the scale of sports industry. What are the advantages of usage of technology in sports events ? 20

8. Write short notes on any *four* of the following :

   4×5=20

   (a) Scheduling in project management
   (b) Network analysis in critical path method
   (c) 'The stage' as a significant element in event staging
   (d) *Three* technology trends in event management
   (e) Steps in the control process
   (f) Monitoring of media in events
   (g) Meetings and Conferences/Conventions

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