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BHC-015

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2023

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. What are the components of event financial management ? Discuss any *four* common financial challenges that the event manager can face in event management. 20
2. What is meant by event pricing ? Explain the considerations for strategic event pricing by event planners. 20

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3. Discuss the following : 10+10
- (i) Identifying appropriate sponsorship for the event.
 - (ii) Getting sponsorship for an event.
4. Explain the principles of budgeting. Describe the steps involved in budget construction. 20
5. Explain the following : 10+10
- (i) Functions of accounting
 - (ii) Items included in income statement.
6. Explain the guidelines for taxation of income. 20
7. Why should you audit your event ? What are the advantages and limitations of event auditing ? 20

[3]

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

4×5=20

- (a) Types of book-keeping systems
- (b) Any *two* errors in Trial Balance and their rectification
- (c) Balance Sheet
- (d) Price skimming, prestige pricing and price lining
- (e) Continuation and zero based budgeting
- (f) GST exemptions
- (g) Guidelines for taxation of income