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BHC-011

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2024

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. (a) Explain the event categories based on the key services they provide. 10
- (b) “The event and activation industry has been undergoing expansion as an evolving industry.” Justify the statement in terms of scope and expansion of careers. 10
2. (a) What kinds of communication skills are required for event management ? 10

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- (b) Discuss any *four* communication requirements for events. 10
3. Write an essay on the skills and competencies for the event manager to emerge as a professional leader. 20
4. (a) Describe the basic steps in preparing a presentation. 10
- (b) What is the purpose and advantages of portfolios ? 10
5. What are the different types of structures of business organisations ? Explain SWOT analysis of an event management company using suitable examples. 20
6. What are the benefits of a business plan ? Explain the content and structures of a business plan. 20
7. Write an essay on marketing management of an established event management company. 20

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

4×5=20

- (a) Labour intensiveness, networking with vendors, team work and fixed time scale
- (b) Charitable and fund-raising event
- (c) Any *five* competencies required for an event entrepreneur
- (d) Opportunity and Resource analysis
- (e) Production and operations management
- (f) Recruitment, selection and placement
- (g) Total quality management