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**BHC-012**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**June, 2024**

**BHC-012 : EVENT PLANNING**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. How can you identify appropriate sponsorship using CEDAR EEE ? Discuss *eight* key activities for strengthening relationships with the client. 20
2. Write an essay on the key bid components and criteria, that are responsible for winning bids for events. 20
3. What is an event proposal ? Describe the requirements of a good proposal using suitable example. 20

**P. T. O.**

4. (a) What are the permissions and NOCs required to conduct events ? 10
- (b) Describe the different types of contracts used in event management. 10
5. Discuss event safety norms that can be developed and followed for : 20
- (i) Venue and site design, and
- (ii) Crowd management.
6. (a) Describe the process of 'Recruitment and Selection' in human resource planning for events. 10
- (b) Explain the event planning and management tools with the help of illustrations and examples. 10
7. (a) Describe 'Supply of products' and 'Supply of facilities' as important elements of event logistics. 10
- (b) Discuss the management of entertainers or performers in event management. 10

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

4×5=20

- (a) Marketing feasibility.
- (b) 'Bid team composition' and 'Ability to communicate' as critical success factors in winning a bid.
- (c) Destination level bids.
- (d) Contingency Plan/Emergency Response Plans (ERPs).
- (e) Creativity and innovation in event design.
- (f) 'Developing event goals and objectives' as a significant step in developing a strategic event plan.
- (g) Maslow's theory of motivation.