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BHC-011

00794

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)****Term-End Examination****June, 2019****BHC-011 : BASICS OF EVENT MANAGEMENT***Time : 3 hours**Maximum Marks : 100**Note : (i) Answer any five questions.**(ii) All questions carry equal marks.*

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| 1. | Write an essay on the demand and scope of events.
Give examples wherever necessary. | 20 |
| 2. | Describe the categories of events based on the key services provided using suitable examples. | 20 |
| 3. | (a) What are the competencies required for an event entrepreneur ? | 10 |
| | (b) Briefly explain the networking, negotiation and interpersonal skills possessed by an event manager. | 10 |
| 4. | (a) Write about the communication skills required for event management, using examples. | 10 |
| | (b) What is the significance of verbal communication methods for an event manager ? | 10 |
| 5. | (a) How do you plan and build your event company portfolio ? | 10 |
| | (b) Discuss the principles of portfolio design. | 10 |

6. Discuss the event opportunity process in detail using suitable examples. 20
7. (a) What are the steps in preparing a business plan for an event management company ? 10
(b) Briefly discuss the content and structure of a business plan. 10
8. Write short notes on **any four** of the following : **4x5=20**
- (a) Strengths and challenges of the event industry.
 - (b) Critical Success Factors (CSFs)
 - (c) Conveying messages through theme, decor and Public Address (PA) system
 - (d) Type/structure of business organisations
 - (e) The 5C's of events and Total Quality Management
 - (f) Impact of events
 - (g) Careers in event management

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**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2019

00742

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. How do you categorize events based on the purpose to which they belong ? Explain giving examples. 20
2. Discuss the categories of events based on their size in the event industry. Cite examples wherever necessary. 20
3. (a) Explain any three characteristics of events. 10
(b) How do we match opportunities with resources for events ? Explain with suitable examples. 10
4. (a) What screening process should be followed after doing the feasibility study of an event ? How does one progress with the idea for the event thereafter ? 10

- (b) What interpersonal skills and service orientation skills are required for an event manager to effectively communicate with clients ? 10
5. What is the meaning of Portfolio ? Explain the steps involved in building an event company's portfolio. 20
6. Give a detailed account of the event opportunity assessment process with the help of examples. 20
7. What is the importance of Human Resource Management for events ? Explain recruitment, selection and placement, and performance appraisal. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Scope of expansion and careers in the event industry
 - (b) Creative edge and WOW factor
 - (c) Public Speaking and Technology-enabled meetings
 - (d) Type/Structure of business organisations
 - (e) Break-even analysis
 - (f) Failure of some start-up event companies
 - (g) Four entrepreneurial competencies required by an event manager

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**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2020

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

1. Discuss in detail about the categories of events, based on the key services they provide. Illustrate with the help of examples. 20
2. Briefly describe the characteristics of events with the help of suitable examples. 20
3. (a) List and describe any *six* communication requirements in events. 10
- (b) Explain the principles of portfolio design. 10

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4. "Opportunity assessment process assesses the relationship between internal company strengths and external market attractiveness based on several parameters." Justify this statement. 20

5. (a) Describe the importance of 'public relations' and 'public speaking' as popular forms of communication methods by the event manager. 10

(b) Explain the life cycle of an event organisation. 10

6. (a) Explain the process involved for recruitment, selection and placement of candidates in an event management company. 10

(b) What is Total Quality Management (TQM) ? Explain the guidelines of TQM which can be customised according to the organisation's requirement. 10

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7. Discuss in detail the size and growth of event industry in India. Also write about the key strengths and challenges. 20
8. Write short notes on any *four* of the following : 5 each
- (a) Mega events
 - (b) Impact of events
 - (c) Critical Success Factors (CSFs) required for an event company or an event manager
 - (d) Empathy and conversational skills
 - (e) Advantages and types of portfolios
 - (f) Raising finance through bank loans
 - (g) Briefly explain the steps in preparing a business plan for an Event Management Company.

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**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2020

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Write an essay on event categories based on size. Give examples wherever necessary. 20
2. (a) “The demand and scope of events is driven by several factors.” Justify this statement.

10

- (b) Discuss the event services provided by Event Management Companies, Party Planners and Professional Event Organisers. 10

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3. 'Every event has communication requirements.' Justify the statement, using suitable examples. Further, also discuss public relations and technology-enabled meetings, as communication methods that are advantageous to event management. 20
4. (a) Describe the competencies required for being a successful event entrepreneur. 10
- (b) Explain the principles of portfolio design. 10
5. (a) Explain the lifecycle of an organisation, which is necessary to run the event management business. 10
- (b) Briefly describe the following : 10
- (i) Manpower planning
 - (ii) Recruitment, Selection and Placement
 - (iii) Performance
6. Discuss the opportunity assessment process for starting an Event Management Company. 20

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7. (a) Describe the functions of financial management with respect to event management. 10
- (b) Discuss various sources of finance that can be used for financing the event business. 10
8. Write short notes on any *four* of the following :

4×5=20

- (a) Charitable and fund-raising events
- (b) *Two* characteristics of events
- (c) Interpersonal skills, body language and language skills
- (d) Conveying messages through theme, decor and Public Address (PA) system
- (e) Types/Structure of business organisations
- (f) Steps in preparing a plan for an Event Management Company
- (g) Total Quality Management