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BHC-011

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2024

BHC-011 : BASICS OF EVENT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. (a) "The emergence of event management is based on the demand and scope of events." Justify the statement with examples. 10
(b) Describe any *four* characteristics of events. 10
2. Write an essay on methods of communication required in events. 20
3. Discuss the steps in building a portfolio. Describe the principles of portfolio design. 20

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4. (a) Write about any *five* competencies required to be an event entrepreneur. 10
- (b) Describe the importance of critical success factors and problem analysis process, in event entrepreneurship. 10
5. Describe the event opportunity assessment process in detail. 20
6. (a) What is a business plan ? Explain its benefits. 10
- (b) Describe the steps in preparing a business plan for an event management company. 10
7. Give an account of how effective human resource development can contribute to human resource management. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Mega events and regional events

- (b) Rural opportunity, sports, digital integration and government events
- (c) Event feasibility and the screening process
- (d) Working with team, networking and negotiation skills
- (e) Type/structure of business organisation
- (f) Why do some start-up event management companies fail ?
- (g) Lifecycle of an organisation.

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