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BHC-012

DIPLOMA IN EVENT MANAGEMENT
(DEVMT)

Term-End Examination

December, 2024

BHC-012 : EVENT PLANNING

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. While getting to know your client, how do you decide on appropriate sponsorship ? Describe the activities that will help in strengthening relationships with the client. 20
2. What is 'feasibility study' in event management ? Explain the tools used to assess the feasibility of an event. 20

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3. (a) Explain any **three** critical factors in winning a bid. 10
- (b) Write about the significance of destination level bids in event management. 10
4. Give a detailed account of contract management process in event management. 20
5. Describe risk management process in detail, with the help of suitable examples. 20
6. While developing a strategic event plan, explain the following two steps : 20
- (i) Step 4 – Planning the programme activities, site layout and logistics planning
- (ii) Step 5 – Organising a team
7. (a) Describe the techniques of logistics management. 10
- (b) What factors affect the selection of entertainment in events ? 10
8. Write short notes on any **four** of the following : 4×5=20
- (a) Resources driven by purposes and skills needed for event execution in operational feasibility.

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- (b) Bid book presentation
- (c) Intellectual Property Rights (IPR) and PPL License
- (d) Cost-plus contracts and fixed-price contracts
- (e) Principles of event design
- (f) 'Training' in human resource planning
- (g) Team building

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