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BHC-015

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2024

BHC-015 : EVENT FINANCING AND ACCOUNTING

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. (a) What are the components of event financial management ? 10
(b) Explain the common financial challenges that are encountered during event management. 10
2. What are the elements of event pricing ? How do market segments, geographic location and sponsorships act as important factors in contributing towards event pricing ? 20
3. (a) Explain with the help of a table, the different stages in sponsorship process. 10

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- (b) Describe the writing of a proposal for sponsorship. 10
4. (a) What is the importance of budget for an event ? Write down the principles of budgeting. 10
- (b) Describe the classification of budgets for events. 10
5. (a) Explain double entry book-keeping system for financial transactions. 10
- (b) Explain the functions of accounting. 10
6. (a) What is a Balance Sheet ? How are the contents of a typical balance sheet helpful in streamlining financial statements in the event business ? 10
- (b) Describe cash flow statement. 10
7. Write an essay on the event audit process with special reference to 'on-site' and 'post-event' stages. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Price skimming, prestige pricing and price lining

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- (b) Identifying appropriate sponsorship using CEDAR EEE
- (c) Constructing a sponsorship business plan
- (d) Steps in budget construction
- (e) Any *two* errors in Trial Balance and their rectification
- (f) Objectives of auditing
- (g) How to meet GST compliance ?

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