

DEVMT

Diploma in Event Management

**Assignments for students admitted in
July 2025 and January 2026 sessions**



**School of Continuing Education
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**

IMPORTANT ASSIGNMENTS 1-5

Programme: DEVMT

Dear Learners,

You will have to do five assignments as part of Diploma in Event Management. **DOING ALL FIVE ASSIGNMENTS IS COMPULSORY.** Each assignment has three parts – Long Answer Questions, Medium Answer Questions and Short Answer Questions. Each assignment carries 100 marks -30 marks for Long Answer Question; 40 marks for Medium Answer Questions; and 30 marks for Short Answer Questions.

Objectives: The assignments are part of your evaluation and the marks will be carried in your grade sheets (refer to Section 7 on Evaluation in your Programme Guide). Another objective of the assignments is to assess how well you have understood the concepts explained in the various Blocks of every Course. This is assessed through the questions given in the assignments. Since the Diploma Programme aims to impart to you the requisite knowledge, understanding and skills, the purpose of the assignments is also to test how far you can apply the concepts to event management. Hence you are free to use as many examples and illustrations in your answers.

It is advised that answers should not be copied directly from the Self Learning Material (printed content) that has been given to you.

SOME DO'S AND DON'T'S ABOUT SENDING IN ASSIGNMENTS

Some Do's

- 1) When you receive the assignment, check it immediately and ask for the missing page(s), if any.
- 2) Submit your assignments on time at your Study Centre. By doing so, you can benefit from your Counselor's comments on your submitted response sheets.
- 3) Maintain an account of the assignments sent to us and the corrected sheets received by you. This will help you maintain the schedule of your work and avoid the possibility of sending the same assignment a second time.

Some Don'ts

- 1) Do not remind us to send back the corrected response sheets. These will be sent to you at the earliest possible.
- 2) Do not misplace / lose your graded assignments. You will need these till the Course is completed.
- 3) Do not enclose doubts for clarification along with the assignment. If you want to draw our attention to some thing of urgent/important nature, email us separately. Give your roll number, name, address, the title of the Course, the number of the assignment, etc. on top of your letter.

IMPORTANT INSTRUCTIONS

- 1) Write your roll number, name, full address and date on top right corner of the first page of your response sheets.
- 2) Submit each assignment separately. Write the Course title, assignment number and the name of the Study Centre you are attached to, in the center of the first page of your response sheets.

The top of the first page of your response sheets should look like this:

Enrolment No.....	Name.....
Course Title.....	Address.....
Assignment No.....
Study Centre.....	Date.....

Please follow the above format strictly. If you do not follow his format, we will be compelled to return your script to you for re-submission.

- 3) Read the instructions related to assignments printed in the Programme Guide in Section 7.
- 4) Please note that unless you submit all the five assignments contained in this booklet within the stipulated time, you would not be permitted to appear for the term-end examination for the respective Course.
- 5) Submit all the 3 Sections - Long Answer Question, Medium Answer Questions, and Short Answer Questions - of each assignment together, otherwise your assignment would be returned to you without being evaluated.

**DIPLOMA IN EVENTMANAGEMENT
(DEVMT)**

Assignments July 2025 and January 2026 sessions

**SCHEDULE FOR SUBMISSION OF ASSIGNMENTS
For BHC-011, BHC-012, BHC-013, BHC-014, and BHC-015**

Assignment Number	Last Date of Submission	Whom to Send
BHC-011/AST/TMA-1/2025/2026	31st March 2026 for July 2025 students 30th September 2026 for January 2026 students	The Coordinator of Your Study Centre
BHC-012/AST/TMA-2/2025/2026		
BHC-013/AST/TMA-3/2025/2026		
BHC-014/AST/TMA-4/2025/2026		
BHC-015/ AST/TMA-5/2025/2026		

Course Code : BHC-014
Course Title : Event Marketing and Promotion
Assignment No. : BHC-014/AST/TMA-4/2025/2026
Total Marks :100

Note: The assignment has three sections. It contains questions, which require long, medium and short answers. Long answers should not exceed 700-900 words. Medium answers should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30
(30 x 1 = 30)

Attempt any **One** of the following:

- 1) Describe the types of Event Marketing. Discuss the importance and advantages of experiential Marketing in the growing Event Industry.
- 2) Write an essay on the relevance of Market Segmentation to Event Management Companies. Describe the five options of targeting in the context of events.
- 3) Answer the following question:
 - i) Write about Consumer Behaviour regarding Event Industry.
 - ii) Explain Consumer Protection in India.

Medium Answer Questions

Maximum Marks:40
(20 x 2 = 40)

Attempt any **Two** of the following:

- 1) Describe the Ps framework proposed by Getz and Allen-et.al.
- 2) Explain any two types of Event Marketing with the help of suitable examples.
- 3) Describe the three generic strategies that an EMC can use as a framework to achieve strategic advantage.
- 4) What is brand identity? Explain the difference between branding and brand building.
- 5) Describe the approaches and contribution of personal selling in Event Marketing.

Short Answer Questions

Maximum Marks:30
(5 x 6 = 30)

Write short notes on any **Five** of the following:

- 1) Difference between B2C and B2B Markets
- 2) Concept of positioning in Events
- 3) PESTLE Analysis and SWOT Matrix
- 4) Risk versus Return Matrix
- 5) Benefits of Brand Loyalty
- 6) DAGMAR Approach
- 7) Hybrid Communication in Event Marketing
- 8) Media Mix for Event