

CEVMT

Certificate in Event Management

**Assignments for students admitted in
July 2025 session**



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

Course Code: BHC-011
Course Title: Basics of Event Management
Assignment No.: BHC-011/AST/TMA-1/July 2025
Total Marks: 100

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

Long Answer Questions

Maximum Marks: 30
(30x1=30)

Attempt any **One** of the following:

- 1) Describe the categories of events on the basis of their size. Give suitable examples.
- 2) What are the Competencies required for being an entrepreneur? How can an event entrepreneur conduct 'problems analysis' to enhance his/her competencies?
- 3) Describe the demand and scope of events with the help of suitable examples.

Medium Answer Questions

Maximum Marks: 40
(20x2=40)

Attempt any **Two** of the following:

- 1) How do networking skills, negotiation skills and service orientation help an event manager to become a professional leader? Explain with the help of examples.
- 2) How do problems and resources analysis enhance an event manager's entrepreneurial competencies? Discuss.
- 3) Describe the steps in preparing a business plan for an event management company.
- 4) Explain the business potential of shortlisted services in the opportunity assessment process.

Short Answer Questions

Maximum Marks: 30
(5x 6=30)

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

- 1) Uniqueness, Perishability and Fixed Time-scale
- 2) Break-even analysis
- 3) Production Companies and Event Catering Companies
- 4) Communication Skills for Event Management
- 5) Life Cycle of an Organization
- 6) Principles of Portfolio Design
- 7) External Sources of Finance
- 8) Briefing, Debriefing and Technology-enabled Events