

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-012
Course Title: Event Planning
Assignment No.: BHC-012/AST/TMA-2/July2025
Total Marks: 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers.
Along 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
(30x 1=30)

Attempt any **One** of the following:

- 1) What is meant by bidding for events? Give an account of the event bidding lifecycle process.
- 2) Describe (i) the creation of programme schedule, and (ii) the entertainment planning process, in entertainment planning.
- 3) Describe in detail the risk assessment process a significant part of the risk management process.

Medium Answer Questions

Maximum Marks: 40
(20x 2=40)

Attempt any **Two** of the following:

- 1) What do you understand by bidding? Discuss in detail the critical factors in winning a bid.
- 2) What is meant by Feasibility Study? Discuss the steps for conducting feasibility assessment of an event.
- 3) Explain SWOT analysis as an important tool used for feasibility assessment in event planning.
- 4) Describe the entertainment management process in detail using suitable examples.

Short Answer Questions

Maximum Marks: 30
(5x6=30)

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

- 1) 'Induction as a process of Human resource planning for events
- 2) Meaning of 'creativity' and the seven facets of an event design
- 3) Backdrop/staging and communication set-up
- 4) Stakeholders' support and subvention
- 5) Process of contract development
- 6) Five activities to strengthen relationships with client
- 7) Goods and services Tax (GST) and Local Body Entertainment Tax (LBET)