

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-013
Course Title: Event Coordination and Control
AssignmentNo.: BHC-013/AST/TMA-3/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) In what way is the Hyatt Regency of Delhi, a popular venue for meetings and corporate events? Why is the Shows in the Kingdom of Dreams, considered as the most suitable MICE venue?
- 2) With the help of an example show the repercussions that can occur when the spatial and logistical requirements of service providers are not worked out by the event manager.
- 3) Name the quantitative and qualitative evaluation methods of media coverage. Describe the modern evaluation methods of media coverage for events.

Medium Answer Questions

Maximum Marks: 40
(20x 2=40)

Attempt any **Two** of the following:

- 1) What is Project Management? How is it used to manage events?
- 2) Briefly describe selection of colors and mood board.
- 3) Explain why there has been a rapid growth in the conference industry.
- 4) List of the types of information used for evaluation of events.
- 5) Name any five positive emotions associated with entertainment.

Short Answer Questions

Maximum Marks: 30
(5x 6=30)

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

- 1) Write about short notes on Phases in Project Management for Event
- 2) Elements of control
- 3) Write about short notes on breakeven point
- 4) Endearment event
- 5) Types of Business Events
- 6) Destination weddings
- 7) Write about Catering Management
- 8) Write in short about technology trends in event Management