

**Course Code:** BHC-011  
**Course Title:** Basics of Event Management  
**Assignment No.:** BHC-011/AST/TMA-1/2024/ 2025  
**Total Marks:** 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A 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**

(30 x 1=30)

Attempt any **One** of the following:

- 1) Describe any four types of events in detail based on the purpose or sector to which they belong. Give examples wherever necessary.
- 2) What are the different types of structures of business organization? Explain SWOT analysis of an event management company using suitable examples.
- 3) Write an essay on the skills and competencies required by an event manager to emerge as a professional leader.

**Medium Answer Questions**

**Maximum Marks: 40**

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Explain marketing management of an established event management company.
- 2) What are the benefits of a business plan? Explain the content and structure of a business plan.
- 3) Write about the importance of Human Resource Management (HRM) in events in brief. How are recruitment, selection and placement done for the achievement of event goals?
- 4) Explain the planning and steps in building portfolios that can be used to the advantage of an event management company.
- 5) Discuss communication requirements in events, using suitable examples.

**Short Answer Questions**

**Maximum Marks: 30**

(5 x 6=30)

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

- 1) Regional and Mega events.
- 2) Opportunity and resource analysis.
- 3) Break-even analysis
- 4) Six entrepreneurial competencies required by an event entrepreneur.
- 5) Four characteristics of events
- 6) Public speaking and personal meetings
- 7) Life cycle of an event organization
- 8) Failure of start-up Event Management Companies