

Course Code: BHC-012
Course Title: Event Planning
Assignment No.: BHC-012/AST/TMA-2/2024/2025
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) Elaborate on the feasibility assessment parameters / domains of an event.
- 2) Give a detailed account of the types of risks related to events and those encountered during events.
- 3) Describe event design in detail. Draw/paste pictures/ images wherever necessary.

Medium Answer Questions

Maximum Marks: 40
(20 x 2=40)

Attempt any **Two** of the following:

- 1) Explain the elements of the strategic event planning process?
- 2) What are the elements of event logistics? Explain.
- 3) What do you understand by bidding? Explain the key bid components and criteria.
- 4) Describe the steps in developing a strategic event plan.
- 5) Write an essay on the contract management process.

Short Answer Questions

Maximum Marks: 30
(5 x 6 =30)

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

- 1) Seven facets of event design
- 2) Four critical factors in winning a bid
- 3) Licenses and approvals for events
- 4) GST and LBET
- 5) Requirements of a good event proposal
- 6) Risk management and Emergency Response Plan
- 7) Components of a contract
- 8) Two theories on motivation