

**DIPLOMA IN EVENT
MANAGEMENT
(DEVMT)
Term-End Examination
December, 2025**

**BHC-015 : EVENT FINANCING AND
ACCOUNTING**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks

1. (a) Explain the significance of financial planning for event financial management. 10
- (b) Discuss any *four* common financial challenges that event managers face in event management. 10

2. Discuss the considerations for strategic event pricing by event planners. 10
3. (a) Discuss sponsorship of events and how events can be marketed to attract sponsorship. 10
(b) Explain the various stages in the sponsorship process. 10
4. (a) How will you classify budgets on the basis of (i) function and (ii) flexibility ? 10
(b) Describe the steps of budget construction. 10
5. (a) Explain the different types of book-keeping systems. 10
(b) Describe the errors in trial balance along with their rectification. 10
6. (a) Explain the functions of accounting. 10
(b) What are the accounting methods for valuation of assets ? 10

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7. (a) Describe the features of an audit report. 10
- (b) What are the advantages and limitations of auditing ? 10
8. Write short notes on any *four* of the following : 4×5=20
- (a) Factors related to event finance
- (b) Identifying appropriate sponsorship
- (c) Budgetary control
- (d) Sources of revenue generation
- (e) Concept of ratio analysis and liquidity ratios
- (f) Event audit process at the pre-event stage
- (g) Exemptions from GST related to entertainment, charitable and religious sectors

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