

**DIPLOMA IN EVENT
MANAGEMENT (DEVMT)**

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

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1. (a) Discuss the various components of
event financial management. 10
 - (b) Explain how event interest, venue
suitability, time and costing guide in
conducting a feasibility study for the
financial management of an event. 10
 2. Describe the factors contributing to event
pricing in detail. 20

3. Define event sponsorship. List the 'sponsorship objectives' and explain 'proposal writing', that can be used for a win-win situation for both the sponsors and event hosts. 20
4. (a) Describe the principles of budgeting. 10
- (b) Explain the steps involved in budget construction. 10
5. (a) Explain the types of book-keeping systems. 10
- (b) Describe the contents of a typical Balance Sheet. 10
6. (a) Describe the different types of accounting. 10
- (b) Explain income statement with the help of a table. Also write about the items that are included in the income statement. 10

7. What are the advantages of event auditing ?
Explain the guidelines regarding taxation of income. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Prestige pricing and price lining
 - (b) Stages in the sponsorship process
 - (c) Budgetary control
 - (d) Errors in trial balance and their rectification
 - (e) Functions of accounting
 - (f) Ratio analysis and liquidity ratios
 - (g) Exemptions from GST, related to entertainment, charitable and religious sectors

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