No. of Printed Pages : 3 **BHC–015**

DIPLOMA IN EVENT MANAGEMENT (DEVMT)

Term-End Examination

June, 2026

BHC-015 : EVENT FINANCING AND ACCOUNTING

Time : 3 Hours *Maximum Marks : 100*

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

1. Describe the factors which are linked to event finance. How are event interest, venue suitability, time and costing important in conducting a feasibility study for financial management of an event ? 20

2. What is event pricing ? Describe the basic pricing strategies that are implemented by event marketers. 20

3. (a) How can you identify appropriate sponsorship under CEDAR EEE ? Write about the potential sponsorship objectives for event management. 10

   (b) Explain the contents of a sponsorship business plan. 10

4. What is the importance of budget for an event ? Discuss the classification of budgets. 20

5. (a) Write about the errors in trial balance and their rectification. 10

   (b) What is the purpose of income statement ? Discuss the items included in the Income Statement. 10

6. What are the objectives of auditing ? Describe pre-event auditing. 20

7. (a) How can GST Compliance be met ? 10

   (b) Describe the guidelines regarding taxation of income. 10

8. Write short notes on any four of the following : 4×5=20

   (a) Two financial challenges faced by the event manager.

(b) Pre-event expenses while estimating cost of an event.

(c) Functions of accounting.

(d) Sponsorship and price anchoring in event ticket pricing.

(e) Contents of a typical balance sheet.

(f) Double-entry book-keeping system.

(g) Advantages and limitations of event auditing.

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