

National Testing Agency

Question Paper Name :	BHC 011 Basics of Event Management 25th March 2021 Shift 1
Subject Name :	BHC 011 Basics of Event Management
Creation Date :	2021-03-25 13:44:16
Duration :	180
Number of Questions :	37
Total Marks :	100
Display Marks:	Yes

BHC 011 Basics of Event Management

Group Number :	1
Group Id :	86435189
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

BHC 011 Basics of Event Management-1

Section Id :	864351487
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	20
Number of Questions to be attempted :	20

Section Marks : 20
Mark As Answered Required? : Yes
Sub-Section Number : 1
Sub-Section Id : 864351500
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 8643517769 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following aspects of an event makes it more engaging and fun?

1. Experiential
2. Digital
3. Cultural
4. Communicative

Options :

86435123761. 1
86435123762. 2
86435123763. 3
86435123764. 4

Question Number : 2 Question Id : 8643517770 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A planning team of 10 members that works together for a year might suddenly grow into a team of 200 members during the short period of an event. This phenomenon has been described as:

1. Pulsing organisation
2. Labour multiplication
3. Training organisation
4. Industrial organisation

Options :

86435123765. 1

86435123766. 2

86435123767. 3

86435123768. 4

Question Number : 3 Question Id : 8643517771 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

While planning an event, time requirements regarding preparation for the event - pre and post, and wrap up etc. are decided by the:

1. Rituals and ceremonies
2. Ability to source
3. Ability to develop quality work
4. Magnitude and size of the event

Options :

86435123769. 1

86435123770. 2

86435123771. 3

86435123772. 4

Question Number : 4 Question Id : 8643517772 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The stage of no profit and no loss is called

1. Break-even analysis
2. Cash flow statement
3. Break-even point
4. Annual account statement

Options :

86435123773. 1

86435123774. 2

86435123775. 3

86435123776. 4

Question Number : 5 Question Id : 8643517773 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following are the key strengths of the event industry today?

1. Team work
2. Ideation and creativity
3. Entertainment
4. Sponsors

Options :

86435123777. 1

86435123778. 2

86435123779. 3

86435123780. 4

Question Number : 6 Question Id : 8643517774 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is NOT an advantage of events?

1. Events are effective marketing communication tools
2. An event involves all the senses while experiencing it
3. There is a high recall value of live media communication used in events
4. Events' costs are greater than the revenue received for it

Options :

86435123781. 1

86435123782. 2

86435123783. 3

86435123784. 4

Question Number : 7 Question Id : 8643517775 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The event industry is greatly driven by

1. Increasing number of event management companies
2. Growth in disposable income and consumer spending
3. Cultural events
4. Environmental development

Options :

- 86435123785. 1
- 86435123786. 2
- 86435123787. 3
- 86435123788. 4

Question Number : 8 Question Id : 8643517776 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is the largest user of the events and activations industry?

1. Travel and tourism
2. FMCG
3. Weddings
4. Healthcare

Options :

- 86435123789. 1
- 86435123790. 2
- 86435123791. 3
- 86435123792. 4

Question Number : 9 Question Id : 8643517777 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is NOT a government event?

1. Make in India campaign
2. South Asian Games
3. Make in Maharashtra
4. Kaun Banega Crorepati

Options :

- 86435123793. 1
- 86435123794. 2
- 86435123795. 3
- 86435123796. 4

Question Number : 10 Question Id : 8643517778 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The population of the target audience that the event is exposed to is called

1. Extent of the event
2. Reach of the event
3. Dimension of the event
4. Spread of the event

Options :

- 86435123797. 1
- 86435123798. 2
- 86435123799. 3
- 86435123800. 4

Question Number : 11 Question Id : 8643517779 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is NOT a Critical Success Factor (CSF) for the success of an event manager or an Event Management Company?

1. Deciding the venue
2. Versatility and multi-tasking
3. Time management
4. Communication and networking

Options :

- 86435123801. 1
- 86435123802. 2
- 86435123803. 3
- 86435123804. 4

Question Number : 12 Question Id : 8643517780 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is a desirable body language seen as a part of event manager's communication?

1. Aggressive and quick movements
2. Speaking assertively so that others can work faster and approach you for clarifications
3. Directing team, interacting and moving with full energy
4. Looking harassed with quick movements

Options :

- 86435123805. 1
- 86435123806. 2
- 86435123807. 3
- 86435123808. 4

Question Number : 13 Question Id : 8643517781 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

This meeting includes all the stakeholders of the event, and is a review of the entire event, its components, the design, the production schedule, roles, responsibilities and the outcome that has to be achieved by meeting expectations.

1. Face-to-face meeting
2. Pre-con meeting
3. Safety meeting
4. Post-con meeting

Options :

- 86435123809. 1
- 86435123810. 2
- 86435123811. 3
- 86435123812. 4

Question Number : 14 Question Id : 8643517782 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

This is a form of non-verbal communication that touches both our conscious and sub-conscious minds and emotions.

1. Gestures
2. Body language
3. Signs and symbols
4. Theme

Options :

- 86435123813. 1
- 86435123814. 2
- 86435123815. 3
- 86435123816. 4

Question Number : 15 Question Id : 8643517783 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a purpose of the portfolio ?

1. To establish the EMCs entity
2. To present event briefs and event plans
3. To convey a potential event idea to prospective clients
4. To introduce the products and services offered

Options :

86435123817. 1

86435123818. 2

86435123819. 3

86435123820. 4

Question Number : 16 Question Id : 8643517784 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following parameters is used to assess the business potential of the shortlisted services?

1. Understanding of laws and licenses
2. Competitive threats and risks
3. Understanding of financial and risk management
4. Marketing and promotions

Options :

86435123821. 1

86435123822. 2

86435123823. 3

86435123824. 4

Question Number : 17 Question Id : 8643517785 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is a disadvantage of sole proprietorship?

1. Potential for conflict
2. Continuity to transfer ownership
3. Divided authority and decisions
4. Unlimited personal liability

Options :

- 86435123825. 1
- 86435123826. 2
- 86435123827. 3
- 86435123828. 4

Question Number : 18 Question Id : 8643517786 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which amongst the following is the most difficult step in the process of making a business plan?

1. Mapping Human Resources
2. Crafting Business Strategies
3. Financial Assessment
4. Setting Goals and Objectives

Options :

- 86435123829. 1
- 86435123830. 2
- 86435123831. 3
- 86435123832. 4

Question Number : 19 Question Id : 8643517787 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is a characteristic of company expansion stage?

1. Focus is on successful development of marketable service
2. Focus is on achieving organizational effectiveness
3. Organisation's culture is focused on cost cutting and reduction
4. Focus is on making service work well and to increase the sales and revenue

Options :

- 86435123833. 1
- 86435123834. 2
- 86435123835. 3
- 86435123836. 4

Question Number : 20 Question Id : 8643517788 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is a key success factor for successful marketing of a service-based company?

1. Customer retention
2. Manpower planning
3. Motivation
4. List of vendors

Options :

- 86435123837. 1
- 86435123838. 2
- 86435123839. 3
- 86435123840. 4

BHC 011 Basics of Event Management-2

Section Id :

864351488

Section Number :

2

Section type :	Offline
Mandatory or Optional :	Mandatory
Number of Questions :	10
Number of Questions to be attempted :	10
Section Marks :	30
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	864351501
Question Shuffling Allowed :	No

Question Number : 21 Question Id : 8643517789 Question Type : SUBJECTIVE

Correct Marks : 3

Describe Event Product.

Question Number : 22 Question Id : 8643517790 Question Type : SUBJECTIVE

Correct Marks : 3

What are Hallmark Events? Give examples in your answer.

Question Number : 23 Question Id : 8643517791 Question Type : SUBJECTIVE

Correct Marks : 3

Explain the characteristic of 'uniqueness' in events, using examples.

Question Number : 24 Question Id : 8643517792 Question Type : SUBJECTIVE

Correct Marks : 3

Briefly write about any three entrepreneurial competencies required by an event manager.

Question Number : 25 Question Id : 8643517793 Question Type : SUBJECTIVE

Correct Marks : 3

What are the negotiation skills essential for an event manager?

Question Number : 26 Question Id : 8643517794 Question Type : SUBJECTIVE

Correct Marks : 3

Explain the importance of public relations as an essential communication method in event management.

Question Number : 27 Question Id : 8643517795 Question Type : SUBJECTIVE

Correct Marks : 3

Write about three advantages of portfolios for Event Management Companies.

Question Number : 28 Question Id : 8643517796 Question Type : SUBJECTIVE

Correct Marks : 3

Describe any three types of business organisations.

Question Number : 29 Question Id : 8643517797 Question Type : SUBJECTIVE

Correct Marks : 3

Write about the 5 Cs of events.

Question Number : 30 Question Id : 8643517798 Question Type : SUBJECTIVE

Correct Marks : 3

Write about any three functions of financial management.

BHC 011 Basics of Event Management-3

Section Id :	864351489
Section Number :	3
Section type :	Offline
Mandatory or Optional :	Mandatory
Number of Questions :	7
Number of Questions to be attempted :	5
Section Marks :	50
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	864351502
Question Shuffling Allowed :	No

Question Number : 31 Question Id : 8643517799 Question Type : SUBJECTIVE

Correct Marks : 10

Write an essay on the categories of events based on size.

Question Number : 32 Question Id : 8643517800 Question Type : SUBJECTIVE

Correct Marks : 10

Discuss any three characteristics of events in detail.

Question Number : 33 Question Id : 8643517801 Question Type : SUBJECTIVE

Correct Marks : 10

“Events have a range of impacts and generate advantages.” Justify this statement with the help of examples.

Question Number : 34 Question Id : 8643517802 Question Type : SUBJECTIVE

Correct Marks : 10

Explain with the help of examples, how interpersonal skills and handling pressures contribute towards successful management of events.

Question Number : 35 Question Id : 8643517803 Question Type : SUBJECTIVE

Correct Marks : 10

How do public speaking meetings, personal meetings and technology-enabled meetings help in effective communication by the event manager?

Question Number : 36 Question Id : 8643517804 Question Type : SUBJECTIVE

Correct Marks : 10

Why do some Start-up Event Management Companies fail?

Question Number : 37 Question Id : 8643517805 Question Type : SUBJECTIVE

Correct Marks : 10

Discuss recruitment, selection, placement and performance appraisal as important components of Human Resource Development in an event organization.