

National Testing Agency

Question Paper Name :	BHC 011 Basics of Event Management 28th August 2021 Shift 1
Subject Name :	BHC 011 Basics of Event Management
Creation Date :	2021-08-28 19:32:26
Duration :	180
Total Marks :	100
Display Marks:	Yes

BHC 011 Basics of Event Management

Group Number :	1
Group Id :	603489156
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 :	603489224
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions :	50
Number of Questions to be attempted :	50
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489438
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 60348911755 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The history of events can be traced to the history of

1. Peace
2. Mankind
3. Gorillas
4. Aborigines

Options :

60348944551. 1

60348944552. 2

60348944553. 3

60348944554. 4

Question Number : 2 Question Id : 60348911756 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The group of people who ultimately experience the event is called

1. Vendors
2. Creative artists
3. Organisers
4. Target audience

Options :

60348944555. 1

60348944556. 2

60348944557. 3

60348944558. 4

Question Number : 3 Question Id : 60348911757 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

This is the type of demand which is sleeping until you provide an event for it

1. Suppressed demand
2. Future demand
3. Latent demand
4. Current demand

Options :

60348944559. 1

60348944560. 2

60348944561. 3

60348944562. 4

Question Number : 4 Question Id : 60348911758 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The most important aspect of the event management profession is

1. Creativity
2. Large scale and size
3. Audio Visual effects
4. Lighting effects

Options :

60348944563. 1

60348944564. 2

60348944565. 3

60348944566. 4

Question Number : 5 Question Id : 60348911759 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Event infrastructure encompasses the

1. Core concept and structure
2. Core concept, people, talent and structure
3. Client, audience and venue
4. People, venue and structure

Options :

60348944567. 1

60348944568. 2

60348944569. 3

60348944570. 4

Question Number : 6 Question Id : 60348911760 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The foremost step in conceptualizing an event is

1. Understanding audience
2. Understanding expectation of the client
3. Designing event venue
4. Working out budgets

Options :

60348944571. 1

60348944572. 2

60348944573. 3

60348944574. 4

Question Number : 7 Question Id : 60348911761 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The scope of an event can be determined by

1. Understanding the talents of event organisers
2. Understanding the sponsors
3. Understanding the demand for an event
4. Understanding the intentions of stakeholders

Options :

60348944575. 1

60348944576. 2

60348944577. 3

60348944578. 4

Question Number : 8 Question Id : 60348911762 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is not an event type?

1. Intellectual properties
2. Activations and digital events
3. Managed events
4. Sponsorships

Options :

60348944579. 1

60348944580. 2

60348944581. 3

60348944582. 4

Question Number : 9 Question Id : 60348911763 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The demand for event managers is growing exponentially and needs

1. Open space
2. Good locations
3. Professionals to manage them
4. Special green plants

Options :

60348944583. 1

60348944584. 2

60348944585. 3

60348944586. 4

**Question Number : 10 Question Id : 60348911764 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

When audience are connected in a common digital environment, the type of event is

1. A Mall activation
2. A football game
3. A brand launch in a hotel
4. A digital event

Options :

60348944587. 1

60348944588. 2

60348944589. 3

60348944590. 4

**Question Number : 11 Question Id : 60348911765 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

IIFA is an example of

1. A wedding
2. A cricket tournament
3. A fashion show
4. An intellectual property

Options :

60348944591. 1

60348944592. 2

60348944593. 3

60348944594. 4

Question Number : 12 Question Id : 60348911766 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Events that are designed to increase the appeal of a specific tourism destination or region are called

1. Wedding events
2. Regional events
3. Charitable events
4. Product launches

Options :

60348944595. 1

60348944596. 2

60348944597. 3

60348944598. 4

Question Number : 13 Question Id : 60348911767 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

This kind of tourism is undertaken solely for employees' entertainment as a reward for target achievement.

1. Medical tourism
2. Display events
3. Incentive tourism
4. Regional tourism

Options :

60348944599. 1

60348944600. 2

60348944601. 3

60348944602. 4

Question Number : 14 Question Id : 60348911768 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Openness, free entry and informality are the characteristics of

1. Corporate events
2. Political events
3. Business events
4. Cultural events

Options :

60348944603. 1

60348944604. 2

60348944605. 3

60348944606. 4

Question Number : 15 Question Id : 60348911769 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

These services are used the most in the portfolio of Event Management Companies and provide the largest share of revenues.

1. Government events and Digital Integration
2. Managed events and activation
3. Digital events
4. Intellectual Properties

Options :

60348944607. 1

60348944608. 2

60348944609. 3

60348944610. 4

**Question Number : 16 Question Id : 60348911770 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following is not an advantage of event?

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

Options :

60348944611. 1

60348944612. 2

60348944613. 3

60348944614. 4

**Question Number : 17 Question Id : 60348911771 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The concept of rural marketing focuses on

1. Meetings and promotions
2. Rural activations and digital integrations
3. Weddings
4. Climate and geography

Options :

60348944615. 1

60348944616. 2

60348944617. 3

60348944618. 4

Question Number : 18 Question Id : 60348911772 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The concept of 'Customized Events' indicates that-

1. Events are for business
2. Routine events that are organised for people
3. Events are crafted as per the needs of customers/clients
4. Events are meant for promotion of a commodity

Options :

60348944619. 1

60348944620. 2

60348944621. 3

60348944622. 4

Question Number : 19 Question Id : 60348911773 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Many event management companies are building their own IP portfolio because revenues that come from IP are

1. Stable and long standing
2. Sustained for a short period of time
3. Meant for a short time scale
4. A contribution through ticketing primarily

Options :

60348944623. 1

60348944624. 2

60348944625. 3

60348944626. 4

Question Number : 20 Question Id : 60348911774 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An event entrepreneur takes action before being asked to and goes beyond job requirement. This reflects which quality in the event entrepreneur?

1. Opportunistic
2. Initiative
3. Time planning
4. Systematic planning

Options :

60348944627. 1

60348944628. 2

60348944629. 3

60348944630. 4

Question Number : 21 Question Id : 60348911775 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Convincing someone to buy a product or service is called

1. Persuasive strategy
2. Commitment to work contract
3. Communication
4. Information seeking

Options :

60348944631. 1

60348944632. 2

60348944633. 3

60348944634. 4

Question Number : 22 Question Id : 60348911776 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

When an event entrepreneur finds ways to do things faster at a lower cost, or with fewer resources or pools together individuals, which competency of event entrepreneur is reflected by this action?

1. Innovative
2. Assertive
3. Efficiency orientation
4. Persuasive

Options :

60348944635. 1

60348944636. 2

60348944637. 3

60348944638. 4

Question Number : 23 Question Id : 60348911777 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

When an event manager tries to understand the variations and innovations undertaken by the competitors in the event industry, it helps to achieve

1. Systematic planning for an event
2. Competitive Advantage
3. Respect in the industry
4. Celebrities for the event

Options :

60348944639. 1

60348944640. 2

60348944641. 3

60348944642. 4

**Question Number : 24 Question Id : 60348911778 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Critical Success Factors (CSFs) are crucial for the successful implementation of an event and involve

1. Only generalists and not specialists
2. Specialists capable of doing special tasks
3. Generalists capable of doing specialized tasks
4. Specialists capable of doing general tasks

Options :

60348944643. 1

60348944644. 2

60348944645. 3

60348944646. 4

**Question Number : 25 Question Id : 60348911779 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The skill of coming to an agreement on an issue through discussion is called

1. Management skills
2. Speaking skills
3. Negotiation skills
4. Convincing skills

Options :

60348944647. 1

60348944648. 2

60348944649. 3

60348944650. 4

**Question Number : 26 Question Id : 60348911780 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which method amongst the following is a good way of handling pressure?

1. Meeting, talking and providing solution to the client beforehand, who does not have a clear idea of the budget
2. Trying to argue with the client, to reason out, if she/he has no clear idea of the budget
3. Discussing about budget after the event with the client
4. Managing décor specialist and technologists

Options :

60348944651. 1

60348944652. 2

60348944653. 3

60348944654. 4

**Question Number : 27 Question Id : 60348911781 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

A client invited an Event Management Company to discuss the wedding event of his daughter. While making presentation, the event manager made eye contact only with one of the client's family members, and spoke with gestures indicating to that person only. The client was not happy with the meeting. On what aspect the event manager could have improved upon?

1. Presentation skills
2. Body Language
3. Interpersonal skills
4. Communication skills

Options :

60348944655. 1

60348944656. 2

60348944657. 3

60348944658. 4

Question Number : 28 Question Id : 60348911782 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The event manager decides to conduct a training on interpersonal skill development for his team members. An important component of the training programme would be

1. Reading the event plan
2. Learning decision-making skills
3. Problem solving, decision-making skills and stress management
4. Establishment of other skill based departments

Options :

60348944659. 1

60348944660. 2

60348944661. 3

60348944662. 4

Question Number : 29 Question Id : 60348911783 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Trying to put self in place of the receiver and understanding from the receiver's perspective while communicating indicates

1. Good conversation skills
2. Good interpersonal skills
3. Good listening skill
4. Good empathetic skills

Options :

60348944663. 1

60348944664. 2

60348944665. 3

60348944666. 4

Question Number : 30 Question Id : 60348911784 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The communication system established between multiple internal team members, external members, technicians and control rooms during the execution of large-scale events is known as-

1. Communication ring
2. Line of communication
3. Communication chain
4. Communication circle

Options :

60348944667. 1

60348944668. 2

60348944669. 3

60348944670. 4

Question Number : 31 Question Id : 60348911785 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Improvement in the performance of team members and organising additional trainings for the team members can be done by

1. Communicating effectively
2. Using proper communication channels
3. Using feedback mechanism
4. Establishing user friendly communication system

Options :

60348944671. 1

60348944672. 2

60348944673. 3

60348944674. 4

Question Number : 32 Question Id : 60348911786 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In an event, the event manager helped the Event Management Company to inform the media about a negative incident without compromising with the event's image. This highlighted the event manager's strong

1. Communication skills
2. Public relations skills
3. Negotiation skills
4. Public speaking skills

Options :

60348944675. 1

60348944676. 2

60348944677. 3

60348944678. 4

Question Number : 33 Question Id : 60348911787 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

These face-to-face meetings are a primary component of on-site implementation during the planning phase.

1. Power point presentations
2. Briefing and debriefing meetings
3. Gestures
4. Written communication methods

Options :

60348944679. 1

60348944680. 2

60348944681. 3

60348944682. 4

Question Number : 34 Question Id : 60348911788 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A meeting that is conducted to review the actual performance of the event; problems and challenges that occurred during the event; and feedbacks and suggestions received for future event is called

1. Post-event briefing
2. Post-event analysis
3. Event On-site briefing
4. Safety briefing

Options :

60348944683. 1

60348944684. 2

60348944685. 3

60348944686. 4

Question Number : 35 Question Id : 60348911789 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Alternatives methods allowing people to meet in a way that is similar to face-to-face meeting include-

1. Personal meetings
2. Emails
3. Video conferencing and conference calls
4. Non-verbal communication

Options :

60348944687. 1

60348944688. 2

60348944689. 3

60348944690. 4

Question Number : 36 Question Id : 60348911790 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Floral arrangements, colours, fabrics, setting, props, lighting, food presentation and dress code are mental sensory cues which convey message about

1. Event plan
2. Event idea
3. Event concept
4. Event theme

Options :

60348944691. 1

60348944692. 2

60348944693. 3

60348944694. 4

Question Number : 37 Question Id : 60348911791 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A major advantage of portfolio is

1. Pitching to the client well
2. Display drawings
3. Doing presentation
4. Public speaking

Options :

60348944695. 1

60348944696. 2

60348944697. 3

60348944698. 4

Question Number : 38 Question Id : 60348911792 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An event portfolio is not useful for the purpose of

1. Attracting client
2. Creating logistics
3. Showcasing the company's work
4. Showcasing evolution of the organisation as a brand value

Options :

60348944699. 1

60348944700. 2

60348944701. 3

60348944702. 4

Question Number : 39 Question Id : 60348911793 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The first step in preparing a presentation is

1. Preparing your dialogues
2. Preparing the slides
3. Deciding the objectives of the presentation
4. Making a plan

Options :

60348944703. 1

60348944704. 2

60348944705. 3

60348944706. 4

Question Number : 40 Question Id : 60348911794 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

During the Opportunity Assessment Process, the entrepreneur should identify the specialization/niche area within a broad category of event. For example, within 'Managed Events,' it can be

1. IIFA
2. Olympics
3. Activations
4. Sunburn

Options :

60348944707. 1

60348944708. 2

60348944709. 3

60348944710. 4

Question Number : 41 Question Id : 60348911795 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A partnership firm is an association

1. Of minimum 2 and maximum 20 persons
2. Controlled by people working in it
3. Of minimum 2 and maximum 50 persons
4. Of minimum 2 and maximum of 25 persons

Options :

60348944711. 1

60348944712. 2

60348944713. 3

60348944714. 4

Question Number : 42 Question Id : 60348911796 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A business entity registered in the name of a single person who is also the owner of the entity defines the legal structure of the business entity as

1. Franchising
2. Entrepreneurship
3. Corporation
4. Sole proprietorship

Options :

60348944715. 1

60348944716. 2

60348944717. 3

60348944718. 4

Question Number : 43 Question Id : 60348911797 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Studying the basic information about other event companies, their owners, clients base, market value, market share, annual turnover, target audience, and promotional strategies is called

1. Market research
2. Competitor analysis
3. Environment analysis
4. Customer research

Options :

60348944719. 1

60348944720. 2

60348944721. 3

60348944722. 4

Question Number : 44 Question Id : 60348911798 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A plan providing the details of pricing, communication, promotions and distribution of services offered by the company is called

1. Business plan
2. Operational plan
3. Marketing plan
4. Financial plan

Options :

60348944723. 1

60348944724. 2

60348944725. 3

60348944726. 4

Question Number : 45 Question Id : 60348911799 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Name the "opportunity" from the following SWOT analysis, of an Event Management Company.

1. Good market share and reputation
2. Existing client base
3. Lack of corporate contracts
4. Irregular supply of raw material

Options :

60348944727. 1

60348944728. 2

60348944729. 3

60348944730. 4

Question Number : 46 Question Id : 60348911800 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

This is necessary as it acts as a benchmark for monitoring and evaluation and standard business templates can be used for this

1. Setting goals
2. Marketing plan
3. Assessing the situation
4. Financial assessment and plan

Options :

60348944731. 1

60348944732. 2

60348944733. 3

60348944734. 4

Question Number : 47 Question Id : 60348911801 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Market Segmentation' under Market Analysis in the business plan, should cover

1. Market needs, market trends and market growth
2. List of services with description
3. Pricing strategy
4. Sales and distribution strategy

Options :

60348944735. 1

60348944736. 2

60348944737. 3

60348944738. 4

Question Number : 48 Question Id : 60348911802 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In the decline phase, an organisation experiences continuous

1. reduction in only human resources over a long period of time
2. reduction in resources and revenue over a long period of time
3. reduction in only revenue over a long period of time
4. reduction in macro resources

Options :

60348944739. 1

60348944740. 2

60348944741. 3

60348944742. 4

Question Number : 49 Question Id : 60348911803 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

These create a sense of right and wrong in the organisation, and stop organisations from harming the society or environment.

1. Business ethics
2. Training and development methods
3. Human Resource Management process
4. Performance appraisals

Options :

60348944743. 1

60348944744. 2

60348944745. 3

60348944746. 4

**Question Number : 50 Question Id : 60348911804 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Suppliers/Trade Credit is a form of

1. Debtor finance
2. Long – term finance
3. Short – term finance
4. Customer advance

Options :

60348944747. 1

60348944748. 2

60348944749. 3

60348944750. 4