

National Testing Agency

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BHC 012 Event Planning

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BHC 012 Event Planning-1

Section Id :	94091863
Section Number :	1
Section type :	Online
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Number of Questions :	50
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Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	940918106
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 9409182170 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An event is an experience that is crafted to deliver

1. An impact on the audience
2. Entertainment
3. Celebrity effect
4. Electronic products

Options :

9409187645. 1

9409187646. 2

9409187647. 3

9409187648. 4

Question Number : 2 Question Id : 9409182171 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Clients look out for value addition to their brand/company through the event. A good way to achieve this is for the event management company to

1. Meet the politicians
2. Strengthen relationship with the client
3. Strengthen relationship with the politicians
4. Strengthen relationship with the celebrities

Options :

9409187649. 1

9409187650. 2

9409187651. 3

9409187652. 4

Question Number : 3 Question Id : 9409182172 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In CEDAR EEE, "A" stands for

1. Action oriented
2. Accelerated power
3. Advantage over competitors
4. Administrative power

Options :

9409187653. 1

9409187654. 2

9409187655. 3

9409187656. 4

Question Number : 4 Question Id : 9409182173 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The primary aim of a feasibility study is to find out whether a particular event would

1. Achieve its objectives for the clients or not
2. Achieve its objectives for the Event Management Company or not
3. Achieve its objectives for the Technical Team or not
4. Achieve its objectives for the Vendors or not

Options :

9409187657. 1

9409187658. 2

9409187659. 3

9409187660. 4

Question Number : 5 Question Id : 9409182174 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

To assess the right time to execute the event, so that it does not overshadow another event, an event manager has to undertake

1. A cultural feasibility study
2. A schedule feasibility study
3. An economic feasibility study
4. A technical feasibility study

Options :

9409187661. 1

9409187662. 2

9409187663. 3

9409187664. 4

Question Number : 6 Question Id : 9409182175 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Environmental search or scanning is used

1. Technical feasibility
2. Financial feasibility
3. Marketing feasibility
4. Time feasibility

Options :

9409187665. 1

9409187666. 2

9409187667. 3

9409187668. 4

Question Number : 7 Question Id : 9409182176 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Full form of CSR is

1. Corporate Social Responsibility
2. Company's Special Recommendation
3. Company's Social Response
4. Corporate Social Restrictions

Options :

9409187669. 1

9409187670. 2

9409187671. 3

9409187672. 4

Question Number : 8 Question Id : 9409182177 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In this step of the feasibility assessment process we define / identify all parameters for the event.

1. Systematic identification of parameters
2. Identification of event framework
3. Deployment of event plan
4. Repeated testing at each and every step

Options :

9409187673. 1

9409187674. 2

9409187675. 3

9409187676. 4

Question Number : 9 Question Id : 9409182178 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

While conducting SWOT analysis in feasibility assessment, during External Analysis, which of the following factors is not considered for evaluation of the external environment?

1. Market trends
2. External suppliers
3. Economic and regulatory environment
4. Event company's operational capacity

Options :

9409187677. 1

9409187678. 2

9409187679. 3

9409187680. 4

Question Number : 10 Question Id : 9409182179 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The bid book or bid document is prepared by

1. The event company which is bidding for the event
2. Staging managers for setting up the stage
3. Creative directors of the event
4. Catering specialists for food and beverage

Options :

9409187681. 1

9409187682. 2

9409187683. 3

9409187684. 4

Question Number : 11 Question Id : 9409182180 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

It is being recognised as the single most important factor for attracting many types of conferences, especially those belonging to international associations.

1. Technology
2. Knowledge
3. Subvention
4. Management and communication

Options :

9409187685. 1

9409187686. 2

9409187687. 3

9409187688. 4

Question Number : 12 Question Id : 9409182181 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Event Brief is a document or specification prepared by a client

1. To identify venue for the event
2. That states the requirements for an event
3. To respond mainly to two types of requests
4. To engage with celebrities

Options :

9409187689. 1

9409187690. 2

9409187691. 3

9409187692. 4

Question Number : 13 Question Id : 9409182182 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A critical factor in winning a bid is the

1. Role of advertisements
2. The event bidder's gender
3. Bid team composition
4. Independence without political support

Options :

9409187693. 1

9409187694. 2

9409187695. 3

9409187696. 4

Question Number : 14 Question Id : 9409182183 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is used in the International Olympic Committee bidding process, but can be used in bidding for other events too?

1. Bid questionnaire
2. Bid committee
3. Bid presentation
4. Bid portfolio

Options :

9409187697. 1

9409187698. 2

9409187699. 3

9409187700. 4

Question Number : 15 Question Id : 9409182184 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

If the event company has been given the opportunity to do a bid tour, it means that

1. It has won the bid
2. It has been shortlisted amongst other potential event companies that are eligible to host the event
3. It has been given approval to begin planning the event
4. It shows the value of the venue for the event and event planner

Options :

9409187701. 1

9409187702. 2

9409187703. 3

9409187704. 4

Question Number : 16 Question Id : 9409182185 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A good event proposal should reflect

1. Academic background of stakeholders
2. Balance sheet of the event management company
3. List of team members and staff
4. Creativity, professionalism and experience

Options :

9409187705. 1

9409187706. 2

9409187707. 3

9409187708. 4

Question Number : 17 Question Id : 9409182186 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The Indian Convention Promotion Bureau (ICPB) has been promoting

1. Personal events
2. MICE Tourism
3. Skiing events
4. Medical tourism

Options :

9409187709. 1

9409187710. 2

9409187711. 3

9409187712. 4

Question Number : 18 Question Id : 9409182187 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An event manager played recorded music via CDs in a major cultural event organized in Mumbai. Later, it was found that the event manager had some trouble with the original artists. Which is the license that the event manager could have procured to avoid this problem?

1. Excise License
2. Indian Performing Right Society Ltd. License
3. Phonographic Performance Ltd. License
4. Loud Speaker License

Options :

9409187713. 1

9409187714. 2

9409187715. 3

9409187716. 4

Question Number : 19 Question Id : 9409182188 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is subjected to GST?

1. Sponsorships
2. Local Electricity Board
3. Waste collection and event shutdown
4. Government permits

Options :

9409187717. 1

9409187718. 2

9409187719. 3

9409187720. 4

Question Number : 20 Question Id : 9409182189 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The license that allows event organizers to carry out all permissible activities at the event including late night entertainment between 11 p.m. and 8 a.m., selling alcohol during specific timings and allowing audience of over 500 people is called

1. Performance License
2. Public Work Department License
3. Premise License
4. Excise License

Options :

9409187721. 1

9409187722. 2

9409187723. 3

9409187724. 4

Question Number : 21 Question Id : 9409182190 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The Traffic Police Department and Additional Collector's Office are contacted to obtain

1. IPRS
2. Fire Department License
3. PPL
4. NOC (No Objection Certificate)

Options :

9409187725. 1

9409187726. 2

9409187727. 3

9409187728. 4

Question Number : 22 Question Id : 9409182191 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A contract is an obligation in which each party mutually acquires

1. Land and event
2. A right to what is promised by the other
3. Commercial property
4. A right over the event logistics

Options :

9409187729. 1

9409187730. 2

9409187731. 3

9409187732. 4

Question Number : 23 Question Id : 9409182192 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The process of anticipating, preventing or minimizing potential costs, losses or problem for the event, organization, partner and guests is called

1. Logistics management
2. Event risk norms
3. Risk management
4. Indemnification process

Options :

9409187733. 1

9409187734. 2

9409187735. 3

9409187736. 4

Question Number : 24 Question Id : 9409182193 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In an event, various potential risks such as risk due to contamination of food and water; lack of sponsorship; failure of communication systems; low ticket sale and pyrotechnics come under

1. Risks associated with external factors
2. Risks linked to event operations
3. Risks due to audience members
4. Risks due to event staff

Options :

9409187737. 1

9409187738. 2

9409187739. 3

9409187740. 4

Question Number : 25 Question Id : 9409182194 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A risk assessment method where a sketch is made to understand the ripple effects of any risk is called as,

1. Fault tree
2. Work Breakdown structure
3. Risk Analysis sheet
4. Influence diagram

Options :

9409187741. 1

9409187742. 2

9409187743. 3

9409187744. 4

Question Number : 26 Question Id : 9409182195 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

This is an example in India where large gathering of people and crowd management has always been the biggest challenge for its organizers.

1. Kerala Onam Boat race
2. The Kumbh Mela
3. Dussehra
4. Ram Leela

Options :

9409187745. 1

9409187746. 2

9409187747. 3

9409187748. 4

Question Number : 27 Question Id : 9409182196 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An event manager hired sub-contractors to share the liability for different event components like equipment or structures. Which risk prevention technique was used by the event manager?

1. Risk Transfer
2. Risk Distribution
3. Risk Elimination
4. Risk Substitution

Options :

9409187749. 1

9409187750. 2

9409187751. 3

9409187752. 4

Question Number : 28 Question Id : 9409182197 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An event manager instructed his staff to prepare domain-wise contact details of different executives / managers in his company along with their email ids. Which domain will risk managers, disaster specialists, fire/rescue and law enforcement personnel, emergency management consultants, safety experts and preparedness professionals, come under?

1. Creative communications contact list
2. On-site Contact list
3. Emergency Management Contact list
4. Sales Management Contact list

Options :

9409187753. 1

9409187754. 2

9409187755. 3

9409187756. 4

Question Number : 29 Question Id : 9409182198 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Full form of ERP in relation to risk management is

1. Enterprise Resource Planning
2. Effective Resource Planning
3. Emergency Resource Planning
4. Emergency Response Plan

Options :

9409187757. 1

9409187758. 2

9409187759. 3

9409187760. 4

Question Number : 30 Question Id : 9409182199 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which aspect is an inherent feature of event designing process?

1. Critique
2. Calibration
3. Conceptualization
4. Cover

Options :

9409187761. 1

9409187762. 2

9409187763. 3

9409187764. 4

Question Number : 31 Question Id : 9409182200 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

It is the creation, conceptual development and staging of an event using design principles and techniques to capture and engage the audience with a positive and meaningful experience.

1. Event planning
2. Event organisation
3. Event structure
4. Event design

Options :

- 9409187765. 1
- 9409187766. 2
- 9409187767. 3
- 9409187768. 4

Question Number : 32 Question Id : 9409182201 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Development of event design is a process that starts from the event idea which is developed into an

1. Event concept and event theme
2. Event objectives and event plan
3. Event site and planning
4. Event plan and venue

Options :

- 9409187769. 1
- 9409187770. 2
- 9409187771. 3
- 9409187772. 4

Question Number : 33 Question Id : 9409182202 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

This principle of design focuses on the concept of visual equilibrium.

1. Proportion
2. Rhythm
3. Balance
4. Emphasis

Options :

9409187773. 1

9409187774. 2

9409187775. 3

9409187776. 4

Question Number : 34 Question Id : 9409182203 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

When there is consistency in pattern, color, idea, form and shape, which of the following is achieved?

1. Rhythm
2. Unity
3. Balance
4. Proportion

Options :

9409187777. 1

9409187778. 2

9409187779. 3

9409187780. 4

Question Number : 35 Question Id : 9409182204 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An event was aimed to bring an expected outcome in affective domain of event participants.
In such a case, the event designer of the event must have focused on

1. Health aspects of attendees
2. Physical activities of attendees
3. Emotional aspects of attendees
4. Decisional aspects of attendees

Options :

9409187781. 1

9409187782. 2

9409187783. 3

9409187784. 4

**Question Number : 36 Question Id : 9409182205 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

It consists of the selection of appropriate topics, formats, and presenters to achieve the communication objectives and educational obligations of the event project.

1. Theme design
2. Programme design
3. Environment design
4. Content design

Options :

9409187785. 1

9409187786. 2

9409187787. 3

9409187788. 4

**Question Number : 37 Question Id : 9409182206 Question Type : MCQ Option Shuffling : No Is
Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The incorporation, sourcing and selection of appropriate sound, lighting and multimedia is dealt in

1. Environment design
2. Content design
3. Production design
4. Catering design

Options :

9409187789. 1

9409187790. 2

9409187791. 3

9409187792. 4

Question Number : 38 Question Id : 9409182207 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The discipline of planning and organizing the flow of goods, equipment, services and people to their point of use is called

1. Logistics
2. Event design
3. Event planning
4. Event implementation

Options :

9409187793. 1

9409187794. 2

9409187795. 3

9409187796. 4

Question Number : 39 Question Id : 9409182208 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A plan is treated as a good plan when it is

1. Rigid
2. Understood
3. Realistic
4. Effortless

Options :

9409187797. 1

9409187798. 2

9409187799. 3

9409187800. 4

Question Number : 40 Question Id : 9409182209 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

An event organizational structure where the event manager is responsible for all the activities associated with the event and has total control over all the staff activities is referred to as

1. Manager's structure
2. Simple structure
3. Program-based matrix structure
4. Network structure

Options :

9409187801. 1

9409187802. 2

9409187803. 3

9409187804. 4

Question Number : 41 Question Id : 9409182210 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A planning sheet in which dates are listed across the top of the chart, blocks are used to illustrate period of tasks and the sheet also highlights the interdependence of tasks is called

1. Check lists
2. Run sheets
3. Date sheet
4. Gantt Chart

Options :

9409187805. 1

9409187806. 2

9409187807. 3

9409187808. 4

Question Number : 42 Question Id : 9409182211 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The structure of organizing a team which consists of different aspects such as catering, site management, risk and compliance etc. that are outsourced is called

1. Cooperation structure
2. Functional structure
3. Multi-organizational structure or network structure
4. Demographic structure

Options :

9409187809. 1

9409187810. 2

9409187811. 3

9409187812. 4

Question Number : 43 Question Id : 9409182212 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The acronym SMART is a useful criterion that can be applied for establishment of well-defined event objectives. It stands for

1. Specific, Measurable, Arbitrary, Realistic, Technical
2. Specific, Measurable, Arbitrary, Revolutionary, Time-specific
3. Specific, Measurable, Agreeable, Realistic, Time-specific
4. Specific, Measurable, Agreeable, Risk-taking, Time-specific

Options :

9409187813. 1

9409187814. 2

9409187815. 3

9409187816. 4

Question Number : 44 Question Id : 9409182213 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

These relate to the staff members in an event management company.

1. Human resources
2. Economic
3. Legacy
4. Logistics

Options :

9409187817. 1

9409187818. 2

9409187819. 3

9409187820. 4

Question Number : 45 Question Id : 9409182214 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In Maslow's theory on motivation, the order of an individual's needs from lower order needs to higher order needs is

1. Psychological needs, Safety needs, Social needs, Self- actualization needs and Esteem needs
2. Physiological needs, Safety needs, Social needs, Esteem needs and Self- actualization needs
3. Psychological needs, Social needs, Safety needs, Esteem needs, Self- actualization needs and Safety inspections
4. Esteem needs, Psychological needs, Safety needs, Social needs and Self- actualization needs

Options :

9409187821. 1

9409187822. 2

9409187823. 3

9409187824. 4

Question Number : 46 Question Id : 9409182215 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Estimating the quantity and quality of human resource required for a particular event is called

1. Staffing
2. Team building
3. Job description
4. Forecasting

Options :

9409187825. 1

9409187826. 2

9409187827. 3

9409187828. 4

Question Number : 47 Question Id : 9409182216 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Job description for any position does not provide information on

1. Job title
2. Duties and responsibilities
3. Appraisal and promotion
4. Job summary

Options :

9409187829. 1

9409187830. 2

9409187831. 3

9409187832. 4

Question Number : 48 Question Id : 9409182217 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The logistic plan for an event usually includes

1. Emergency plan, facilities, staff and security
2. Site map, emergency plan, on-site contacts, facilities and security
3. Organizational structure and details of sponsors
4. Contract details, on-site contacts, facilities and security

Options :

9409187833. 1

9409187834. 2

9409187835. 3

9409187836. 4

Question Number : 49 Question Id : 9409182218 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

'MC' is employed as an anchor personality to keep the action moving throughout the event.

MC stands for

1. Master of Ceremonies
2. Mike coordinator
3. Master of Content
4. Mike Controller

Options :

9409187837. 1

9409187838. 2

9409187839. 3

9409187840. 4

Question Number : 50 Question Id : 9409182219 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which one of these is a characteristic of resources used for entertainment?

1. Simplicity
2. Accessibility
3. Validity
4. Commodity

Options :

9409187841. 1

9409187842. 2

9409187843. 3

9409187844. 4