

KAKARAPARTI BHAVANARAYANA COLLEGE

(AUTONOMOUS)

Kothapeta, Vijayawada – 520 001



DIPLOMA IN EVENT MANAGEMENT

DIPLOMA IN EVENT MANAGEMENT

COURSE STRUCTURE

Diploma in Event Management				
Year – 1		Credits	Marks	
Semester1			Internal	External
S.No	General Education Stream			
1.	DSS-1 - Soft Skills-I	3	-	50
2.	DAS-1 - Analytical Skills	3	-	50
3.	DBM-1 –Basics of Event Management	3	-	50
	Skill Component			
1.	Paper I - DEM-101 Principles of Event Management	5	25	75
2.	Paper II - DEM-102 Event Management Process	5	25	75
3.	Paper III - DEM-103 HRM in Event Management	3		50
4.	Paper IV- DEM-104 Event Marketing & Promotion	3		50
	INDOOR ACTIVITIES	3	-	-
	SEMINAR	2	-	-
	Total	30	50	400
	Semester2			
1.	General Education Stream			
2.	DSS-2 Soft Skills-II	3	-	50
3.	DAS-2 Analytical skills –II	3	-	50
	DAP-2 Event Advertising and Public Relations	3	-	50
1.	Skill Component			
2.	Paper I –DEM-201 Event Logistics	5	25	75
3.	Paper II – DEM-202 Basic Event Accounting	5	25	75
4.	Paper III – DEM-203 Event Risk Management	3		50
	Paper IV – DEM-204 Event Management in Hospitality and Catering	3		50
	Internship	3	-	-
	SEMINAR	2		
	Total	30	50	400

Significance of Event Management course

From a business perspective, event management is of great importance. Creating events occasionally provide an incredible opportunity to promote one's business. The more popular a brand is, the lesser hesitant people will be for trying out new products launched by that brand.

Event management skills are, therefore, necessary for the company to get the required exposure and build a positive image of the overall company as well as any brand in particular. They not only serve as a chance for a well-established company to regain its importance by attracting an increasing number of prospective customers but also enable a budding company to cultivate a sense of interest in the common people about the products and services they offer.

Event management is thriving sector today. Cater to the requirements of event management organizations; the Diploma course will produce the fully equipped and skilled manpower.

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

DEPARTMENT OF ENGLISH

Programme	Semester	Title of The Course	Course Code	W.E.F
Diploma in Advances in Computer Science, Diploma in Data Analytics, Diploma in Drone Pilot, Diploma in Event management	I	Soft Skills – I	R20DSS1	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week	Duration of Semester End Examination in Hours	Max Marks		Credits
			CIA	SEE	
30	Theory 30	2 Hrs.	-	50	3

Learning Outcomes:

By the end of the course the learner will be able to:

- Understand the significance and essence of a wide range of soft skills.
- Learn how to apply soft skills in a wide range of routine social and professional settings.
- Learn how to employ soft skills to improve interpersonal relationships
- Learn how to employ soft skills to enhance employability and ensure workplace and career success.

I. UNIT

1. Soft Skills: An Introduction – Definition and Significance of Soft Skills; Process, Importance and Measurement of Soft Skill Development.

2. Self-Discovery: Discovering the Self; Setting Goals; Beliefs, Values, Attitude, Virtue.

II. UNIT

1. Interpersonal Communication: Interpersonal relations; communication models, process and barriers; team communication; developing interpersonal relationships through effective communication; listening skills; essential formal writing skills; corporate communication styles – assertion, persuasion, negotiation.

2. Public Speaking: Skills, Methods, Strategies and Essential tips for effective public speaking.

III. UNIT

1. Interview Skills: Interviewer and Interviewee – in-depth perspectives. Before, During and After the Interview. Tips for Success.

2. Presentation Skills: Types, Content, Audience Analysis, Essential Tips – Before, During and After, Overcoming Nervousness.

3. Etiquette and Manners – Social and Business

IV. UNIT

1. Decision-Making and Problem-Solving Skills: Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills

V. UNIT

1. Emotional Intelligence: Meaning, History, Features, Components, Intrapersonal and Management Excellence; Strategies to enhance Emotional Intelligence.

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Diploma in Advances in Computer Science, Diploma in Data Analytics, Diploma in Drone Pilot, Diploma in Event management	I	Soft Skills – I	R20DSS1	2020-21

MODEL QUESTION PAPER

Time: 2Hrs

Marks: 50

I. Answer any Two questions from the following in 75 words each:

2X5=10M

1. Define Soft Skills and importance of Soft Skills?
2. Suggest some methods to develop soft skills?
3. Define Attitude and state how Beliefs differ from Values with an example.
4. How important is setting a Goal in order to succeed in one's Career?

II Answer any Two questions from the following in 75 words each:

2X5=10M

1. Define Communication and the Process of Communication.
2. How can we develop interpersonal relationships through effective communication?
3. Suggest some strategies for effective public speaking.
4. What is public speaking and how important is public speaking in day-today Communication?

III. Answer any Two of the following in 75 words each:

2X5=10M

1. Suggest some important tips to succeed in an interview.
2. Define the role of an Interviewer and Interviewee.
3. Mention different types of presentation skills.
4. Role of etiquette in successful Business communication.

IV. Answer any Two of the following in 75 words each:

2X5=10M

1. How important is decision making skills and mention some types of decisions?
2. What are the problems we encounter in making effective decisions?
3. What are the strategies to follow in order to be a good decision maker?
4. How can we identify a problem and respond to that in due time?

V. Answer any Two of the following in 75 words each:

2X5=10M

1. What is emotional intelligence? Explain.
2. What are the strategies to enhance Emotional Intelligence.
3. How emotional intelligence place a role in managing interpersonal relations and excel in one's career.
4. Define the features and components of emotional intelligence?

KAKARAPARTI BHAVANARAYANA COLLEGE (Autonomous)

Department Of Mathematics

Programme	Semester:	Title of The Course	Course Code:	W.E.F
Diploma	I	ANALYTICAL SKILLS-I	DAS1	2020 – 2021

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
30 Hours	Theory		2 Hours		SEE	2
	2				50	

COURSE OBJECTIVE

- The aim of this course is to provide necessary information to Analytical Skills and their applications.
- To develop logical thinking and its application to computer science

COURSE OUTCOME

- Understand the concept of Divisibility , Averages.
- Will be able to write an argument using logical notation and determine if the argument is or is not valid.
- Will be able to know Percentages,Number , letter series , missing letters .

UNIT-1: (12 hours) - Divisibility:

Introduction to Divisibility by 2,3,4; Introduction to Divisibility by 5,6,8; Divisibility by 9,10,11

UNIT -2: (12 hours) - Averages:

Introduction to average of prime numbers; Introduction to natural numbers; Introduction of results; Introduction to averages of weights.

UNIT -3 : (12 hours) – Percentages:

Introduction to the concept of percentage; introduction to express x% as a fraction; introduction to express $\frac{a}{b}$ as a percent; introduction to results on population; introduction to results on depreciation.

UNIT -4: (12 hours) - Number, letter series, missing letters:

Introduction to numbers; introduction to face value and place value; introduction to various types of numbers; introduction to number series; introduction to missing letters.

UNIT-5 : (12 hours) – Blood relations :

Introduction to deciphering jumbled up descriptions; introduction to relations puzzle; introduction to coded relations.

PRESCRIBED BOOK :

- 1) A Text book of Quantitative Aptitude by R S Agarwal

BLUE PRINT :

<u>UNIT</u>	<u>SAQ</u>	<u>LAQ</u>
I	3	2
II	3	2
III	3	2
IV	3	2
V	3	2

KAKARAPARTI BHAVANARAYANA COLLEGE (Autonomous)
Department of Mathematics

Programme	Semester:	Title of The Course	Course Code:	W.E.F
Diploma	I	ANALYTICAL SKILLS-I	DAS1	2020 – 2021

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory				SEE	
30 Hours	2		2 Hours		50	2

MODEL PAPER

Section A

- I. Answer any 10 of the following questions: 10x2=20m
1. Simplify $\frac{(893+786)^2 - (893-786)^2}{(893 \times 786)}$
 2. Find the sum $(2+2^2+2^3+2^4+\dots+2^{10})$
 3. Show that 4832718 is divisible by 11.
 4. Find the average of all prime numbers between 30 and 50.
 5. Find the average of first five multiples of 3.
 6. The average of four consecutive even numbers is 27. Find the largest of these numbers.
 7. Evaluate 28% of 450 + 45% of 280
 8. What percent of 7 is 94.
 9. If 15% of x = 20% of y. What is x:y
 10. $9587 - ? = 7429 - 4358$
 11. What will come in the place of question mark in the following series
BF CH ? HO LT
 12. Find the missing number in the series 2 5 10 17 ? 37
 13. B is the brother of D, D is sister of F, M is the brother of F. How F is related to B?
 14. Introducing a man to a woman, she said "he is the only son of my mother's mother". How is the woman related to the man.
 15. A man said to a lady "your mother's husband's sister is my aunt". How is the lady related to the man.

Section B

II. Answer any five of the following questions:

5 x 6 = 30m

16. Explain divisibility rules.
17. Find the sum of all even natural numbers less than 75.
18. The average monthly income of P and Q is Rs. 5050 the average monthly income of Q and R is Rs. 6250 and average monthly income of P and R is Rs. 5200 then find the monthly income of P.
19. The average weight of 21 boys was recorded as 64kg. If the weight of the teacher was average increased by one kg. What was the teacher's weight.
20. The salaries of A, B, C are in the ratio 2:3:5. If the increments of 15%, 10% and 20% are allowed respectively in their salaries, then what will be the new ratio of their salaries.
21. Two friends P and Q started a business investing in the ratio of 5:6. R joined them after 6 months investing an amount equal to that of Q's. At the end of the year 20% profit was earned which was equal to Rs.98,000. What was the amount invested by R.
22. In a bag there are coins of 25p, 10p and 5p in the ratio of 1:2:3, if there are Rs.30 in all, how many 5p coins are there.
23. The sum of two numbers is 10 and their sum is 14.
 - a. Find the numbers and
 - b. Find the product of two numbers.
24. What is mean by Blood Relation?
25. How many numbers between 11 and 90 are divisible by "7".

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DBM-1 Basics of Event Management Syllabus

Unit-I:

Event Concept: Corporate Events and Customer's needs - Types of Events – Corporate hospitality – Exhibitions – Trade Fairs – Conferences – Business and Government Meets – Corporate event packages - Menu Selection - Customization. **(12 HOURS)**

UNIT-II:

Outdoor Events: Logistics, Types of Outdoor events, Risk management - Health and safety, Marketing and sponsorship, HR Management, Programming and Entertainment. **(12 HOURS)**

UNIT-III:

Celebrity Events: Launches, Fashion shows, National festivals and high-profile charity events - Liaison with agents, Contract Negotiations, Client briefings, Celebrity wish lists and expectations - Liaisoning with Govt. Departments. **(11 HOURS)**

REFERENCES:

- ❖ Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga
- ❖ Sagar Singh - Har-and Publications Pvt. Ltd.
- ❖ Event Management by Swarup K. Goyal - Adhyayan Publisher.
- ❖ Event Management & Public Relations by Savita Mohan - Enkay Publishing House
- ❖ Event Entertainment and Production - Mark Sonder, CSEP, Wiley & Sons, Inc.
- ❖ Special Event Production - Doug Matthews.
- ❖ Fenich, G. Meetings, Expositions, Events, and Conventions: An introduction to the industry.

Model Paper

Time: 90 mins

Max.Marks: 50m

I Answer any FIVE of the following

5X10=50m

1. Explain the types of Corporate Events?
2. Write about Corporate Hospitality.
3. Discuss about Corporate event packages.
4. Write about the types of Outdoor Events.
5. Explain about Marketing and Sponsorship.
6. Explain about Celebrity Events.
7. Write about contract negotiations.
8. Explain the concept of Risk Management.
9. Explain the different conferences .
10. Explain how to launch celebrity events.

DEM-101 Principles of Event Management

Syllabus

Objectives

1. To study the concept and significance of event tourism and event management
2. To understand the various dimensions of event tourism and their impact
3. To comprehend the linkages of event tourism industry

Unit 1:

Introduction to Event Management: Event – Meaning, Concepts, Nature, Scope, Significance and Components of Events – Relationship between Business and Leisure Tourism – Systems Approach to Event Management – Responsibility of Event Planners, Identifying Suitable venue, Conference, Facility Layout, Socio-Economic: Significance of Event Tourism

(Comprehensive understanding of Event Management in a responsible manner for business promotions).

Unit 2:

Conduct of an Event & Event Management Procedure: Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event – Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Managers for Different Events.

- Provides the scheme of planning, budget with specific assignment to the Event Manager.

Unit 3:

MICE Tourism: Infrastructure for MICE Tourism, Players in the Event Industry, Convention Centers, Transportation, Accommodation, Logistics, Catering, Human Resource, Civic Amenities and other Supporting Services, Sustainable Policies for MICE

Clear concept of MICE for the grand success of the event.

Unit 4:

Corporate Events: Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blueprint, Need for Entertainment in Corporate Events and Reporting.

Develops the higher skills to undertake the corporate events in all aspects

Unit- V:

Event Management: Technology for Event Management, Providing Services at meetings, Spot Management, Pre and Post Convention Management, Demand and Supply, Organizers of Events, Meeting Planners, Optimum utilization of technological services to organize the events in a grand manner

Reference Books:

1. Event Management: For Tourism, Cultural, Business and Sporting Events, Lynn Van Der Wagen, Pearson, 2005.
2. Event Marketing & Management – Sanjaya Singh Gaur & Sanjay V. Saggere, Vikas Publication House, 2003.
3. Successful Event Management; Anton Shone : Thomson, 2004

Model Paper

Time: 3hrs

Max. Marks: 75

I Answer any 5 from the following

5X5=25m

1. Event Tourism
2. Components of Events
3. Computer Aided Event Management
4. MICE Tourism
5. Corporate Events
6. Convention Centres
7. Convention Management
8. Spot Management

II Answer all the following

5X10=50m

9. Explain the nature and scope of Event Management?

OR

10. Describe the Significance of Event Tourism.

11. Write about the Event Management Procedure.

OR

12. Explain the Roles and Responsibilities of Event Managers for Different Events.

13. Write about the Infrastructure for MICE Tourism.

OR

14. Explain the Sustainable Policies for MICE.

15. Discuss the Job Responsibility of Corporate Events Organizer.

OR

16. What is the Need for Entertainment in Corporate Events and Reporting?

17. What are the various services provided at meetings?

OR

18. Explain about Pre and Post Convention Management.

DEM-102 Event Management Process Syllabus

Objectives:

1. To enable students to understand the essentials of planning an event
2. To expose students to practical aspects of organizing events of various forms, and
3. To facilitate students to acquire knowledge of legal and ethical issues involved in event management.

Unit-1

Introduction: Planning, Concept, Nature and Practices in Event Management - Organizing and planning events - Starting and managing event business - Event coordination

Apply and improve the practices of Event Management with proper co-ordination.

Unit –2

Site Management: Selection, Planning and Development - Infrastructure management - Management of logistics - Crowd Management - Attendee care, Comfort and Control - Participants' Management - Risk Preparedness

Clear understanding of infrastructure management including crowd control with safe methods.

Unit- 3

Organizing Events: Planning Check Lists - Organizing Parade – Staff Requirement, Identification of Technical staff – Accommodation & Responsibility of the Technical staff

Thoroughness of check list and its implementations in a responsible manner.

Unit- 4

Financial management: Procurement of Funds - Investment - Funds Flow Management - Working Capital Decisions - Pricing strategies

Understand the need of fund rising with pricing strategies.

Unit – 5

Legal and Ethical Compliance: Statutory and regulatory Obligations - Contracts and Service Levels Agreements - Effective Service Level Agreements (SLAs) - Keys to effective Implementation

Implementation of legal and ethical aspects with effective service level agreement.

Reference Books

1. Lynn Van Der Wagen & Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events, Pearson Prentice Hall, 2005
2. Anton Shone & Bryn Parry, 'Successful Event Management', Cengage Learning 2002
3. Leonard H. Hoyle, Jr, Event Marketing, John Willy and Sons, New York 1997
4. Avrich, Barry Event and Entertainment Marketing, Vikas Publishing House New Delhi, 1994
5. Julia Rutherford Silvers Professional Event Coordination, John Wiley & Sons 2003

**DEM-102 Event Management Process
Model Paper**

I Answer any **Five** from the following

5X5=25m

1. Event Planning
2. Event Coordination
3. Infrastructure management and Crowd Management.
4. Checklist Planning
5. Organizing Parade
6. Funds Flow Management
7. Working Capital Decisions
8. Service Level Agreements

II Answer all the following

5X10=50m

9. Explain the Concept, Nature and Practices in Event Management.

OR

10. Explain how an event may be planned and organised.

11. Explain the concept of Management of Logistics.

OR

12. Write about Participative Management.

13. Explain the need of Staff requirement in organising events.

OR

14. What are the responsibilities of Technical Staff in organising events.

15. Write a short note on Funds flow Management.

OR

16. Explain about Working Capital decisions and pricing strategies.

17. Discuss the statutory and regulatory obligations in managing an event?

OR

18. Explain the procedure for Contracts and Service Levels Agreements.

DEM – 103 HR in Event Management

Syllabus

Objectives

1. To understand the importance of human resources in the event management environment.
2. To acquire the knowledge and skills of human resources practices
3. To enlighten and appreciate role of human resources in organizing an event.

Unit – 1

Human Resource Management for Events: concept of human resources management - context and key issues of people in an event organization – organizing system and functions of HR in event management - HRM in the context of both mega events and smaller scale events

Understand the key issues of HR in event Management

Unit – 2

Human resources planning for event: Manpower planning –Job analysis in event operations - recruitment sources, methods - skill testing and selection of people for specific event-Training of employees – Training methods and evaluation – Promotions - performance and potential appraisal Executive Development – purpose, objectives of Executive Development Program

Acquire knowledge about recruitment & selection of men power for the proper Management of Events

Unit-3

Compensation: Compensation issues and their management in Event Organization, Productivity & employee morale in event organization, Promotions, transfer and separation: Promotion purpose, principles & types, Transfer reasons, Principles and types.

Knows the border view of compensation of employees and their promotional strategies

REFERENCE BOOKS

1. Lynn Van der Wagen, Human Resource Management for Events: Managing the event workforce (Events Management), Butterworth-Heinemann publication, 2006
2. Venkata Ratnam CS & Srivatsava BK, 'Personnel Management and Human Resources', (Tata Mc-Graw Hill, New Delhi, 2003
3. Dessler, 'A Framework for HR Management', Pearson Edn India, 2001
4. S.K.Chakravarthy, 'Managerial Effectiveness and Quality and Work Life',TMH, New Delhi, 1987

DEM – 103 HR in Event Management
Model Paper

Time : 1 hr. 30mins

Max.Marks:50

I. Answer all of the following

5 X 10 = 50m

1. Explain the context and key issues of people in an event organisation.
2. Discuss the functions of HR in Event Management.
3. Define Recruitment in Event Management? What are the sources available for recruitment?
4. Write a short note on selecting people in specific events.
5. Explain various methods of training in event management?
6. Discuss the purpose and objectives of Executive Development Programme?
7. Define Compensation? Explain Compensation issues and their management in Event Organization,
8. Explain the purpose and principles of Promotions in Event Organisations.
9. Define Performance Appraisal? Explain various methods in evaluating the personnel in event organisations.
10. Explain the concept of Job Evaluation in Event Operations.

DEM – 104 Event Marketing & Promotion Syllabus

Objective:

1. To help the students understand events market
2. To enable them to acquaint with event marketing processes, and
3. To equip them with the necessary event marketing skills

Unit-1

Event Marketing: Introduction to Event Marketing: Nature, need and importance - The Five Ps of Event Marketing- the Five Ws of event marketing -Introduction to Event Marketing - Electronic marketing plan, E-marketing campaign, E-marketing strategies – Preparation and Promotion of Web site.

- Successful implementation of five P's of Event Management.

Unit-2

Event Promotion & Advertising: Trends and challenges - Marketing Communication: Image, Branding, Advertisement, Publicity, Public Relations -The Five 'W's of event marketing - Marketing equipments and tools

- Learning the techniques of promotion and advertising of event marketing.

Unit-3

Funding Raising: Event marketing budget - Resources to fund the budget, Potential sponsors, rate of return on event marketing. Marketing program to festivals, fairs, and other special events – Media Programmes & their Coordination - Brand events- Measure the effectiveness of marketing festivals and events.

- Tapping all resources for funding to meet budget as per event marketing.

Reference Books

1. Stanton William. J, 'Fundamentals of Marketing, McGraw Hill, New York, 1999
2. Kotler, P, 'Marketing Management', PHI, Delhi, 2006
3. Neelamegham, S, 'Marketing in India: Cases & Readings', Vikas, New Delhi, 1998
4. Leonard H. Hoyle, 'Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions', John Wiley and Sons, New York, 2002

**DEM – 104 Event Marketing & Promotion
Syllabus**

Time: 1hr 30mins

Max.Marks: 50m

I Answer all the following

5 X 10 = 50m

1. Explain the nature and importance of Event marketing?
2. Write about the E-Marketing Strategies?
3. Explain the challenges and trends in Event promotion?
4. Write about five 'W's of Event marketing.
5. Briefly explain about Marketing program to festivals, fairs, and other special events
6. What is Event marketing budget? What are the Resources to fund the budget?
7. Explain about the importance of marketing skills in the success of an event?
8. Explain the various methods in Event marketing
9. Discuss about Leading trends in Event marketing.
10. Explain about evaluation methods in event marketing.

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

DEPARTMENT OF ENGLISH

Programme	Semester	Title of The Course	Course Code	W.E.F
Diploma in Advances in Computer Science, Diploma in Data Analytics, Diploma in Drone Pilot, Diploma in Event management	II	Soft Skills – II	R20DSS2	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week	Duration of Semester End Examination in Hours	Max Marks		Credits
			CIA	SEE	
30	Theory 30	2 Hrs.	-	50	3

Learning Outcomes:

By the end of the course the learner will be able to:

- Understand the significance and essence of a wide range of soft skills.
- Learn how to apply soft skills in a wide range of routine social and professional settings.
- Learn how to employ soft skills to improve interpersonal relationships
- Learn how to employ soft skills to enhance employability and ensure workplace and career success.

I. UNIT

1. Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Meaning and Theories of Motivation; Enhancing Motivation Levels.

II. UNIT

1. Group Discussion: Importance, Planning, Elements, Skills assessed; Effectively disagreeing, Initiating, Summarizing and Attaining the Objective.

2. Non-Verbal Communication: Importance and Elements; Body Language

III. UNIT

1. Time Management – Concept, Essentials, Tips.

2. Personality Development – Meaning, Nature, Features, Stages, Models; Learning Skills; Adaptability Skills.

IV. UNIT

1. Conflict Management: Conflict - Definition, Nature, Types and Causes; Methods of Conflict Resolution.

2. Stress Management: Stress - Definition, Nature, Types, Symptoms and Causes; Stress Analysis Models and Impact of Stress; Measurement and Management of Stress

V. UNIT

1. Leadership and Assertiveness Skills: A Good Leader; Leaders and Managers; Leadership Theories; Types of Leaders; Leadership Behaviour; Assertiveness Skills

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Diploma in Advances in Computer Science, Diploma in Data Analytics, Diploma in Drone Pilot, Diploma in Event management	II	Soft Skills – II	R20DSS2	2020-21

MODEL QUESTION PAPER

Time: 2Hrs

Marks: 50

II. Answer any Two questions from the following in 75 words each:

2X5=10M

5. Define positive attitude and principles to develop positive attitude.
6. Discuss briefly some theories of Motivation.
7. Can you brief some meaningful steps that help in enhancing Motivation?
8. What are the reasons for Negative thinking? Mention some consequences of Negative Thinking?

II Answer any Two questions from the following in 75 words each:

2X5=10M

5. How does group discussion help in developing communication skills?
6. How is group discussion different from a debate?
7. What is Non-Verbal Communication? Importance of Nonverbal skills in day-today life.
8. Importance of Body language in Non -Verbal communication.

III. Answer any Two of the following in 75 words each:

2X5=10M

1. How important is Time Management for a Successful Career?
2. What are the essential factors that play a crucial role in observing Time?
3. Define Learning skills and Adaptability skills.
4. Mention some features and models that help in developing one's personality.

IV. Answer any Two of the following in 75 words each:

2X5=10M

1. What are the methods that help us in resolving Conflict?
2. What are the Causes of Conflict? Mention some types of conflict.
3. How can we identify stress? Mention some types of Stress.
4. Suggest some strategies to Manage and Measure Stress.

V. Answer any Two of the following in 75 words each:

2X5=10M

1. Is Manager a leader? What makes a Leader different from a Manager?
2. What makes a good leader? Can you explain some Theories of Leadership?
3. How do assertive skills play a role in making a leader?
4. How does one's behaviour affect a person in becoming an effective leader?

KAKARAPARTI BHAVANARAYANA COLLEGE (Autonomous)

Department Of Mathematics

Programme	Semester:	Title of The Course	Course Code:	W.E.F
Diploma	II	ANALYTICAL SKILLS-II	DAS2	2020 – 2021

Total No of Hours for Teaching - Learning	Instructional Hours for Week	Duration of Semester End Examination in Hours	Max Marks	Credits
30 Hours	Theory	2 Hours	SEE	2
	2		50	

COURSE OBJECTIVES

- The aim of this course is to provide necessary information to Analytical Skills and their applications.
- To develop logical thinking and its application to computer science

COURSE OUTCOMES

- Understand the concept of Data Interpretation.
- Will be able to write an argument using logical notation and determine if the argument is or is not valid.
- Will be able to know Directions – Permutations and Combinations , Coding – Decoding and Puzzles,

UNIT -1: (12 hours) – Data Interpretation:

Introduction to tabulation; introduction to problems on tabulation; introduction to bar graphs; introduction to problems on bar graphs; introduction to pie charts.

UNIT -2: (12 hours) – Profit and Loss:

Introduction to cost price; introduction to selling price; introduction to profit; introduction gain %; introduction to loss; introduction to loss percent.

UNIT -3: (12 hours) – Distance-Speed-Time:

Introduction to speed; introduction to distance; introduction to time; introduction to change x km/hr; introduction to speed in km/hr.

UNIT -4: (12 hours) – Directions – Permutations and Combinations:

Introduction to directions; introduction to factorial notation; introduction to permutations; introduction to number of permutations; introduction to combinations; introduction to number of combinations.

UNIT -5: (12 hours) – Coding – Decoding and Puzzles:

Introduction to letter coding; introduction to direct letter coding; introduction to number coding; introduction to symbol coding; introduction to matrix coding.

PRESCRIBED BOOK :

- 2) A Text book of Quantitative Aptitude by R S Agarwal

BLUE PRINT :

<u>UNIT</u>	<u>SAQ</u>	<u>LAQ</u>
I	3	2
II	3	2
III	3	2
IV	3	2
V	3	2

KAKARAPARTI BHAVANARAYANA COLLEGE (Autonomous)
Department Of Mathematics

Programme	Semester:	Title of The Course	Course Code:	W.E.F
Diploma	II	ANALYTICAL SKILLS-II	DAS2	2020 – 2021

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory				SEE	
30 Hours	2		2 Hours		50	2

MODEL PAPER

Section A

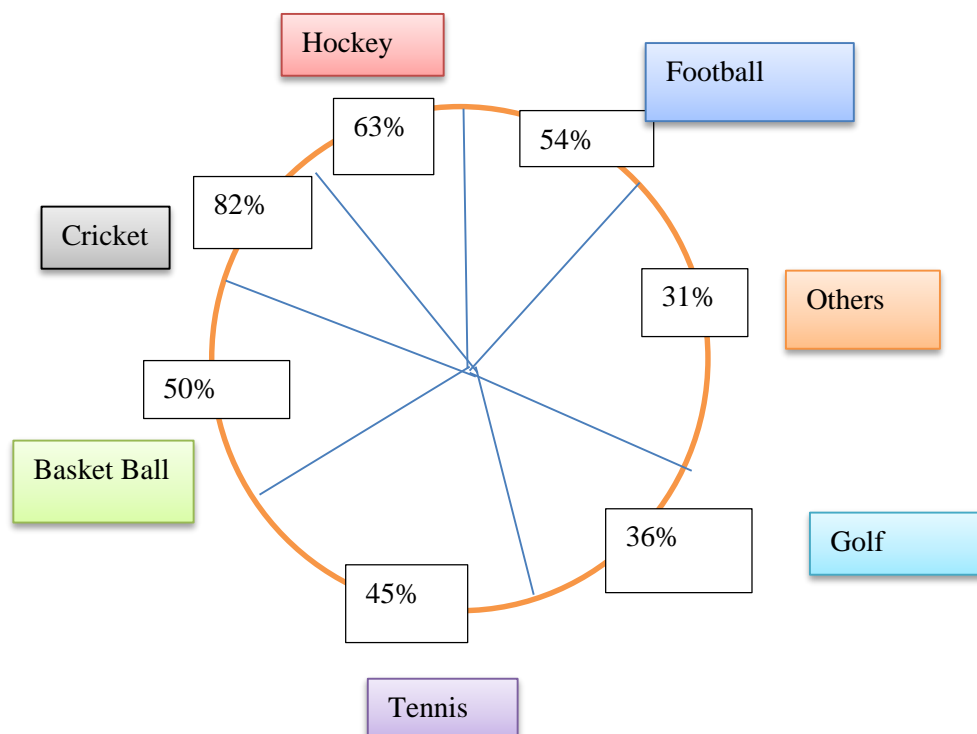
- I. Answer any ten of the of following questions: 10 x2 =20m
1. Find cp when sp=Rs. 40.60 and Gain=16%.
 2. If a ratio is purchased for Rs.490 and sold for Rs.165.50 find the loss percent.
 3. A chair is bought for Rs.460/- and sold at a gain of 15% find the selling price.
 4. By selling an article for Rs.100, a man gains Rs.15 find the gain percent.
 5. A train travels 450km's in 7hrs and another train 740km's in 10hrs. Find the average speed of the train.
 6. A 250mts long train crosses a pole in 15sec. What is the speed of the train in km/hr.
 7. The speed of train is 90km/hr. What is the distance covered by it in 10mins.
 8. A car moves at the speed of 80kn/hr, What is the speed of the car is mt/sec.
 9. Evaluate $\frac{30!}{28!}$
 10. How many words can be formed by using all letters of the word "BIHAR".
 11. Find the value of
 - a. 10_{c_3}
 - b. $100_{c_{98}}$
 12. In how many ways can a cricket team eleven be choosen out of batch of 15 players.
 13. In how many ways can the letters of the word"APPLE"
 14. If HEALTH is written as GSKZDG then how will NORTH be written in that code?
 15. In a certain code, TEACHER is written as VGCEJGT. How is CHILDREN written in that code.

Section B

II. Answer any five of the following questions:

5 x 6 = 30

16. A book was sold for Rs.27.50 with a profit of 10%. If it were sold for Rs.25.75 then what would have been the percentage of profit (or) loss.
17. A man gain 20% by selling an article for a certain price. If he sells it at the double the price. What is the percentage of profit.
18. An article is sold at a certain price. By selling it at $\frac{2}{3}$ of that prices one loses 10%. Find the gain percent at original price.
19. Explain profit and loss.
20. How many minutes does Ramana takes to cover a distance of 400mts if he runs at a speed of 20km/hr.
21. How many words can be formed from the letters of the word "DIRECTPR" so that the vowels come together.
22. In a group of 6 boys and 4 girls, four children are to be selected. In how many different ways can they be selected such that bat least one boy should be there.
23. Explain permutation and combination.
24. In a certain code EAT is written as 318 and CHAIR is written as 24156. What will TEACHER be written as?
25. The circle graph drawn here shows the spendings of a country on various sports during a particular year. Study the carefully and answer the questions given below.



- i. How much percent of total spending is spent on Tennis?
- ii. How much percent more is spent on Hockey than on Golf?
- iii. How much percent is less is spent on Football than that on cricket?
- iv. If the total amount spent on sports during the year was Rs.2 crores, the amount spent on cricket and Hockey together was?
- v. If the total amount spent on sports during the year be Rs.1,80,00,000 the amount of spent on Basketball exceeds that on Tennis by?

Semester – II
DAP-2 Event Advertising and Public Relations
Syllabus

Unit-I:

Concept of Public Relations - Working definitions - Nature and scope of public relations Four elements of Public Relations : Public Relations as a Social Philosophy of Management - Public Relations as Policy Decisions – Public Relations as Action - Public Relations as communication.

Unit-II

Advertising and Marketing: Marketing Mix -Brand Management and Market Segmentation - Brand Positioning: Strategies for competitive advantages - components of positioning - consumer segmentation - perceptual Mapping - Brand benefits and attributes, positioning with Non-Functional values - Self Concept and Preferred Brand – Brand Personality - Image Versus Personality - Positioning Successes

Unit-III:

Types of Advertising: Classified - Display - Political advertising - public service ads - radio and television spots. Media Planning: Research, Frequency and Continuity, Media information and selection, media plan frame work - Media Mix - Computerized media selection - determining the size and timing of insertion -determining the reach and frequency and GRP goals - creativity in media planning – scheduling and patterns of scheduling.

References

- Jack G. Wiechmann, N.T.C's Dictionary of Advertising, NTC Publishing Group Lincolnwood, Illinois, U.S.A. 1998.
- D.B. Taraporevala : Advertising Management – Selected Readings, D.B. Taraporevala & Sons Co. Private Ltd., Bombay, 1965.
- J.S. Chandan, Jagjit Singh, P.N. Malhan, : Essentials of Advertising, Oxford & IBH Publishing Co. Pvt. Ltd, Calcutta, 1990.
- Rajeev Batra, John G. Myers, David A. Aaker: Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi, 1997.
- William F Arens, Irwin : Contemporary Advertising, MC Graw Hill, Boston
- Paul Winner: Effective PR Management - A Guide to Corporate Survival, Jaico Publishing House, Bangalore, 2001.
- Alison Theaker: The PR Hand Book, Routledge Publishers New York, 2001.

**DAP-2 Event Advertising and Public Relations
Model Paper**

Time: 1hr.30mins

Max. Marks 50

Answer any FIVE of the following

5X10=50M

1. Explain the concept of Public Relations?
2. Discuss the nature and Scope of Public Relations?
3. Write about the Public Relations as a Social Philosophy of Management?
4. Public Relations as communication? Explain?
5. Write about the Brand Positioning: Strategies for competitive advantages?
6. Explain the concept of Consumer Segmentation?
7. Explain various types of Advertising?
8. Explain the impact of Public Service ads on Society?
9. Define Scheduling? Explain the patterns of Scheduling?
10. Define Media Planning? Explain the concept of creativity in media planning?

DEM – 201 Event Logistics Syllabus

Objectives

1. To understand the roles and functions of distribution channels for event business
2. To study the linkages and inter-linkages of event business
3. To be familiar with the distribution networking and inventorying of supply

Unit – 1

Types of Suppliers: Accommodations - Transportation, Entertainment - Catering, Strategic, Tactical, and Operational Decisions in Distribution Channels - Distribution Modeling,

Understanding on different types of suppliers and their functions

Unit – 2

Supply Chain Performance Measures: Inventory Management - Scheduling Decisions Performance Modeling - Supply Chain Planning, Design - and Optimization. Best Practices - Customer Service Order - Processing & Information Systems.

Awareness on planning, design and implementation of Supply chain systems and processing customer service orders

Unit – 3

Distribution Channel: Concepts and Practices, Business Processes in Distribution Chains - Distribution Network - Organization and Registration.

Overall knowledge on designing and organizing distribution chains and systems

Unit – 4

Inter-relationships and Linkages: Establishing Contact – Performance and Demand Forecasting - Inventory Policy Decisions - Purchasing & Supply, Pre-/Post-Convention touring - Method of booking Pre-/Post-Convention Touring

Ability to analyze the demand and to make decisions on pre and post convention touring

Unit – 5

Internet enabled Supply Chains: E-Market Places - E-Procurement - E-Logistics, E-Fulfillment - Customer Relationship Management - Web Services - ERP and Supply Chains - Supply Chain Automation and Supply Chain Integration

Ability to evaluate the scope of internet platform for supply chain management and ERP system to maintain relationship with customers

Reference Books

1. Buhalis & E. Laws (Eds) (2001) Tourism Distribution Channels: Practices, Issues and Transformations, London: Continuum
2. Holloway, J.C (2002) The Business of Tourism, Prentice Hall, Edinburgh.
3. Swarbrooke, J., & Horner, S. (2001). Business Travel and Tourism. Oxford: Butterworth-Heinemann
4. Tum, J., Norton, P & Wright, J.N. (2006) Management Of Event Operations, London, Butterworth-Heinemann

**DEM – 201 Event Logistics
Syllabus**

Time : 3hrs

Max.Marks: 75

I Answer any FIVE from the following

5X5=25m

1. Distribution Marketing
2. Types of Suppliers
3. Inventory Management
4. Customer Service order
5. Distribution Network
6. Inventory Policy Decision
7. E-Procurement
8. Supply Chain Automation

II Answer all the following

5X10=50m

9. Explain the importance of transportation in event logistics?
OR
10. Discuss about Tactical, and Operational Decisions in Distribution Channels.
11. Explain the concept of supply chain Planning.
OR
12. Describe the procedure of processing customer order service.
13. Define distribution channel? Explain the concept and practices of distribution channel.
OR
14. Explain the different Business Processes in Distribution Chains.
15. Write about the concept of Inventory Policy Decisions.
OR
16. Explain the method of booking Pre-/Post-Convention Touring.
17. Write a short note on E-Procurement.
OR
18. Explain the concept and content of Customer Relationship Management.

DEM – 202 Basic Event Accounting Syllabus

Objectives:

1. To acquaint students with fundamental principles of accounting.
2. To enable them to analyze and interpret the financial statements, and
3. To help them to apply accounting principles and standards in the field of event management.

Unit- 1

Accounting: Meaning, Concepts, Definition and Branches - Uses of accounting information.
Understand the Basic concepts of Accounting & uses of the Accounting information

Unit – II

Financial Accounting: Concepts, Principles and Conventions - Double Entry System - Accounting Equation - Accounting Cycle-Preparation of Journal and Subsidiary Books, Ledger and Trial Balance
Practical knowledge on preparation of journal, ledger & Trial Balance

Unit-III

Finance manager: Role of Financial Manager in organizing event - Application of CVP analysis in events – Break-even point.

Learn the role of Financial Management in organizing an Event and the significance of BEP

Unit-IV

Finance: Sources of Finance- Price of admission –sponsorship –Financial Management.
Make aware of various sources of finance for conducting any event

Unit-V

Concept of Budgeting: Budget related – Transportation, venue, entertainment, photos, videos, Food & Beverage budget planning.

Through knowledge upon the Budget planning and fund allocations various heads of Event

Reference Books

1. Shrivastava R.M.: Financial Management.
2. Prasanna Chandra, 'Financial Management'
3. Pandey I.M.: Financial Management.
4. Hampton .J , 'Financial Decision Making', Prentice Hall India, Delhi
5. R.L.Gupta& M. Radhaswamy, Advance Accountancy – Vol. I, Sultan Chand & Sons 2006
6. JawaharLal, Accounting for Management Himalayan Publishing House, New Delhi 2006
7. T.P.Ghosh, Fundamentals of Accounting, Sultan Chand and Sons, 2006

**DEM – 202 Basic Event Accounting
Model Paper**

Time: 3hrs

Max.Marks: 75m

I Answer any FIVE from the following

5X5=25m

1. Branches of accounting
2. Double Entry System
3. Accounting Equation
4. Trial Balance
5. CVP analysis in events
6. Break Even Point
7. Sponsorship
8. Budget Planning

II Answer all the following

5X10=50m

9. Explain the concept and conventions of accounting?

OR

10. What are uses of accounting information in event management?

11. Problem on Journal

OR

12. Problem on Subsidiary Books.

13. Explain the role of financial manager in organising event?

OR

14. Discuss the application of CVP analysis in events.

15. Explain the different sources of finance in organising an event.

OR

16. Elucidate the importance of Sponsorship in Event Organisation.

17. Explain the concept of Budgeting in organising an event.

OR

18. Discuss the procedure of preparing budget for the food and beverage services.

DEM – 203
Event Risk Management
Syllabus

Objectives

1. To aware need of risk management in event operations
2. To know the fundamental issues and application of risk management in event
3. To understand the risk management models.

Unit – 1

Introduction: concept and scope of risk management in events- nature of risk in different events - role of risk management for meetings and events, integration of risk management and event management - risk and opportunity
Conceptual clarity on the risk management while conducting events

Unit – 2

Process of Risk Management: Incident Reporting – Emergency Response Plans – Standards for Risk Management. Safety of Guests and Participants, Creating Blueprint, Need for Entertainment in Corporate Events and Reporting. Security – Occupational Safety and Health – Incident Reporting. Crowd Management and Evacuation: The Crowd management Plan – Major Risks – Crowd Management – Emergency Planning – Implementing Emergency Procedures, Clear understanding of the safety , security, and crowd management techniques at the time of conduct of events

Unit – 3

Control and Evaluation: Monitoring and Control Systems – Operational Monitoring and Control – Evaluation – The Broader Impact of Events. **Technology:** Geographical information system (GIS), WMD (Weapons of mass destruction, CBRN (Chemical, biological, radiological, nuclear defense system), cyber security, investigation, Traffic management.

Get the knowledge on monitoring and controlling the events through CC cameras

Reference Books

1. Julia Rutherford Silvers, Risk Management for Meetings and Events, Butterworth Heinemann, 2007
2. Neil A. Doherty, Integrated Risk Management: Techniques and Strategies for Managing Corporate Risk (required), McGraw-Hill Professional Publishing, 2000.
3. Peter E.Tarlow,EventRisk Management and Safety, Wiley; 1st Edition (july 15, 2002)
4. Ian Cameron , Raghu Raman Process Systems Risk Management Elsevier Academic Press (2005)
5. Sadgrove, Kit, Complete guide tobusiness risk management, Jaico Publication (1997)
6. Marrison, Chris, Fundamentals of risk measurements, Tata NcGrawHil, Delhi, (2002)

DEM – 203
Event Risk Management
Model Paper

Time: 1hr.30mins

Max.Marks:50

I Answer any FIVE from the following

5X10=50m

1. Explain the nature and scope of risk management in different events.
2. Discuss the integration of risk management and event management.
3. Explain the procedure of creating blueprint in event management.
4. What is the Need for Entertainment in Corporate Events and Reporting..
5. Explain the major risks involved in crowd management?
6. Write about the concept of implementing emergency procedures.
7. Explain the concept of Monitoring and Control Systems.
8. Discuss the impact of Operational Monitoring and Control in organising events.
9. Explain the concept of WMD.
10. Write a short note on Cyber Security and Traffic Management.

DEM – 204

Event Management in Hospitality and Catering Syllabus

Objectives:

1. To provide basic knowledge of Hospitality & Catering Industry
2. To familiarize the Food Production Equipments and Service Equipments to the learners.
3. To have a comprehensive idea of menu planning pertaining to the event.

Unit-1

Major Departments in Hotel Industry: Role & Functions of Front office, House Keeping, Food Production, Food & Beverage, Safety and Security, HR, Finance, Marketing Departments. Types of Hotels - Classification of Catering Establishments (Commercial & Non-Commercial) - Role F & B catering service in Events - Food & Beverage Operations (Types of F&B Outlets in Hotels)

Understand the major departments and its functions in hotel industry.

Unit-2

Food & Beverage Service Personnel: Hierarchical Structure of F & B Service Staff with job Profile in various F&B outlets - Attitudes & Attributes of F&B personnel - Importance of hygiene in F&B Service - Basic Etiquettes. **Menu Planning:** Introduction — Rules for waiting at a Table. Beverages offered in Events- Classification into Non Alcoholic & Alcoholic Beverages.

Know the Hierarchical structure of F&B service staff in various outlets.

Unit-3:

Food & Beverage Service Equipments: Types & Usage of Equipment - Furniture, Chinaware, Silverware, Glassware, Linen & Special Equipment. F & B Service Considerations - Types of Food & Beverage Service - Specialized Service - Buffet service and Banquet procedures etc.

Practical understanding on the utilization of the Food & Beverage service equipment's like chinaware Silverware, Glassware.

Reference Books

1. Food and Beverage Services Paperback – 17 Jun 2016 by Singaravelavan
2. Food and Beverage Management Paperback – 1 Jul 2017 by Sudhir Andrews
3. Food and Beverage: Operations to Management Paperback – Import, 30 Mar 2016 by Tarun Bansal

DEM – 204
Event Management in Hospitality and Catering
Model Paper

Time: 1hr.30mins

Max.Marks: 50

I Answer all the following

5x10=50m

1. Explain the Role & Functions of Front office in Hotel,
2. Briefly discuss the role of HR, Finance, Marketing Departments in organising events
3. Discuss the role of F & B catering service in Events
4. Explain the different types of F&B Outlets in Hotels.
5. Write about the Hierarchical Structure of F & B Service Staff with job Profile in various F&B outlets
6. Explain the Attitudes & Attributes of F&B personnel.
7. Point out the types and Usage of Equipment's in organising events.
8. Explain the concept of Buffet service and Banquet procedures.
9. What are the different types of men's available in Events.
10. Crucially explain the different classifications of Non Alcoholic & Alcoholic Beverages.