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**BHC-014**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**December, 2023**

**BHC-014 : EVENT MARKETING AND PROMOTION**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *Answer any **five** questions.*

(ii) *All questions carry equal marks.*

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1. (a) Describe the 9Ps framework of marketing mix of events, as proposed by Getz. 10
- (b) Discuss the bases for market segmentation in B2C markets. 10
2. What is meant by market planning strategy ? How will you establish focus on the strategies for an event management company's marketing programme ? Discuss. 20

**P. T. O.**

3. Using suitable examples, explain the following :  
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- (a) Event positioning
  - (b) Event property (IP) / Intellectual Property  
Event as brand
4. Define personal selling. Describe experiential marketing for brand experience, as the new role of public relations. 20
5. (a) Explain the DAGMAR approach for transforming advertising objectives into specific goals. 10
- (b) Describe celebrity advertising. 10
6. Describe consumer behaviour. How does motivation affect consumer behaviour ? Discuss with examples. 20
7. (a) Discuss the events' importance and strategies of sales promotion. 10
- (b) Describe the consumer protection tools used for sales promotion. 10

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

- (a) Brand identity and brand equity
- (b) Risk *vs.* Return Matrix in strategic event marketing
- (c) Direct marketing
- (d) Destination marketing organizations
- (e) External micro-environment for event marketing
- (f) Bases for segmentation in B2B markets
- (g) Viral marketing and e-WOM