

**M.Sc. VISUAL MERCHANDISING AND  
COMMUNICATION DESIGN (MSCVMCD)**

**Term-End Examination**

**December, 2015**

**MFW-078 : EVENTS AND EXHIBITIONS**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any seven questions. All questions carry equal marks.*

1. Describe the types of events that usually take place. How will you decide the type of event to be organised for an occasion ? What are the limitations and restrictions expected to be kept in mind while deciding the same ? 10
2. Give any three theme ideas for retail sales promotions. 10
3. Discuss the use of print media, electronic media and transit media in promoting an event. 10
4. Describe the process of developing a sales promotion schedule in retail industry. Why is it important ? 10

5. Explain the term "Profiling of target audience" for an event. Why is it important to pre-estimate the audience size ? What factors will you consider while deciding the audience size ?
6. What type of research and analysis is required for planning of an event ? Discuss SWOT analysis in this regard.
7. What are the points that you will keep in mind while selecting a venue for an event ?
8. Discuss any four special effects which can be used to create and sustain audience interest during events.
9. Identify the materials that are used in a typical one-day event, assuming the event has a stage and backdrop for the launch of a smart phone.
10. What are the budgetary heads that are normally considered to prepare an estimate in an exhibition ?