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**BHC-014**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**Dec., 2021**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

1. (a) Discuss the 9P's framework of marketing mix of events as proposed by Getz. 10
- (b) Elaborate on the *three* different types of event marketing. 10
2. (a) Explain geographic segmentation and demographic segmentation in B2C markets of events. 10

- (b) Explain Kotler's five 'targeting' options that help in the formulation of marketing strategy. 10
3. What do you understand by (i) consumer behaviour, and (ii) consumer determinants of event participation ? Explain with examples. 20
4. (a) What are the strategies that can be used to achieve 'competitive advantage' by event management companies' ? Discuss. 10
- (b) Explain how 'risk vs. return matrix' and 'popularity share matrix' can help in strategic event marketing. 10
5. Write an essay on positioning of events, with the help of examples. 20
6. (a) How do integrated marketing communications and integrated e-marketing per se help in the promotion of events ? Explain. 10
- (b) What significance do viral marketing, e-WOM and virtual events hold in event promotion ? Explain giving examples. 10

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7. (a) Discuss the contribution of personal selling to event marketing. 10
- (b) How will you work with media at an event ? Discuss with examples. 10

8. Write short notes on any *four* of the following using suitable examples wherever necessary :

4×5=20

- (a) Porter's 5 forces
- (b) Destination Marketing Organisations
- (c) Event Property/Intellectual Property
- (d) Brand Identity with illustration
- (e) Celebrity advertising
- (f) Consumer promotion tools
- (g) Experiential marketing for brand experiences