

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

**Term-End Examination**

**June, 2017**

**00260**

**MFW-078 : EVENTS AND EXHIBITIONS**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What is an event ? How will you define the objectives of an event ? Explain with suitable examples. 10
  
2. Describe the job profile of an event manager. Elaborate upon the skills and qualifications a person must possess in order to be a successful event manager. 10
  
3. Discuss the use of print media, electronic media and transit media in promoting an event. 10
  
4. Elaborate the importance of risk management plan of an event. Describe in detail the steps to be followed and strategies to be used to develop such a plan. 10

5. What are the points that you will keep in mind while selecting a venue for an event ? Discuss. 10
  6. What budgetary heads are normally considered to prepare an estimate for an exhibition ? 10
  7. Describe the process of developing a sales promotion schedule in the retail industry. Why is it important ? 10
  8. Discuss the importance of security management while organising an event. Discuss the various types of safety hazards an event may face and preventive and corrective measures for the same. 10
  9. 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 ? 10
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