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BHC-014

DIPLOMA IN EVENT MANAGEMENT

Term-End Examination, 2019

BHC-014 : EVENT MARKETING AND PROMOTION

Time : 3 Hours]

[Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. (a) Describe the 9 Ps framework of Marketing Mix of events, as proposed by Getz. [10]
(b) Explain the three different types of Event Marketing. [10]
2. Describe the External Marketing Environment for events in detail. [20]
3. Define Market Segmentation. What is the bases for market segmentation in B2C markets ? Explain with suitable examples. [20]
4. (a) Explain the importance of Strategic Marketing for events. [10]

- (b) Describe the role of Destination Marketing Organisations and Convention Bureaus with the help of suitable examples. [10]
5. Explain the following using suitable examples : [20]
- (a) Event positioning.
- (b) Event Property/Intellectual Property/Event as brand.
6. Define Personal Selling. Describe Experiential Marketing for brand experiences, as the new role of public relations with suitable examples. [20]
7. (a) Describe the push, pull and hybrid strategies for Sales Promotion. [10]
- (b) Define Integrated Marketing Communications. Explain the integration of E-marketing in the event marketing strategy. [10]
8. Write short notes on **any four** of the following : [4×5=20]
- (a) Porter's 5 forces
- (b) Determinants of event participation
- (c) Repositioning of events

- (d) Consumer Behaviour
- (e) Celebrity Advertising
- (f) Direct Marketing
- (g) Any four factors affecting media selection for an event.

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