

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**June, 2022**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. (a) Explain how working on 'product' and 'price' of the marketing mix is essential for the event marketer. 10  
(b) Describe the 10 Ps of marketing mix as proposed by Allen et al. 10
2. Give a detailed account of event environment analysis. 20
3. Define Consumer Behaviour. Discuss in detail the economic, geographical, socio-psychological and marketing inputs, as determinants of event participation. 20

4. Elaborate on the following activities by the event marketer :
- (a) Establishing focus on the marketing strategy. 10
  - (b) Development of marketing goals and objectives. 10
5. What are brands ? Give a detailed description of events — as a product brand, and as a tool for building brand image, and the significance of brands. 20
6. (a) How will you select and execute an advertising message for an event ? Explain. 10
- (b) Discuss the benefits of E-marketing, Viral marketing, and E-WOM as methods of integrated marketing communications by event managers. 10
7. (a) Write about the importance and strategies of sales promotion for events. 10
- (b) Explain the contribution of personal selling to event marketing. 10

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

- (a) Teaming up with an existing event
- (b) B2B market segmentation for events
- (c) Consumer Research Process
- (d) Popularity Share Matrix
- (e) Any two events based on 'image transfer'
- (f) The new role of PR-Experiential Marketing
- (g) Factors affecting media selection at the event

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