

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

**Term-End Examination
December, 2013**

MFW-078 : EVENTS AND EXHIBITIONS

Time : 3 hours

Maximum Marks : 70

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

1. What is an event ? How will you define the objectives of an event ? Explain with suitable examples. 10
2. What type of research and analysis is required for planning of an event ? Discuss SWOT analysis in this regard. 10
3. List the positions of event professionals required to organise an event. Discuss job profiles of any two of them in detail. 10
4. What points will you keep in mind while selecting a venue for your event ? 10

5. How will you develop advertising objectives for an event ? Distinguish between media and media vehicle. **10**
6. Elaborate the importance of risk management plan for an event. Describe the steps to be followed and strategies used to develop such a plan in detail. **10**
7. List any five ideas for organising an event for a retail organisation and discuss any two of them in detail. **10**
8. What are the objectives of sales promotion for a retailer ? Classify sales promotions based on target audience. **10**
9. Discuss any four special effects which can be used to create and sustain audience interest during events. **10**
10. Explain with the help of examples, the profiling of the target audience of an event. Why is it important to estimate the audience size ? What will be the repercussions of inaccurate predictions of target audience size ? **10**