

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

00255 **Term-End Examination**  
**December, 2014**

**MFW-078 : EVENTS AND EXHIBITIONS**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What type of research and analysis must go into the planning of an event ? How will you do SWOT analysis in this regard ? 10
2. What points will you keep in mind while selecting a venue for your event ? 10
3. 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
4. What are the objectives of sales promotion for retailers ? How can sales promotion be classified based on their target audience ? 10

5. Write a detailed note on types of events. How will you decide about the type of event to be organised for a given occasion ? What limitations and restrictions are you expected to keep in mind regarding the same ? 10
  6. Discuss the job profile of an event manager. Elaborate upon the skills and qualifications an event manager must possess. 10
  7. Discuss the use of print, electronic and transit media in promoting an event. 10
  8. Give any three theme ideas for retail sales promotions. 10
  9. Suppose you are appointed as an event manager for organising a Winter Carnival for handicrafts promotion in NOIDA by the State Government. Prepare a detailed project report for the same. 10
  10. List some of the devices/effects used in indoor pyrotechnics, outdoor pyrotechnics and stage pyrotechnics. 10
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