

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

Term-End Examination

December, 2017

00400

MFW-078 : EVENTS AND EXHIBITIONS

Time : 3 hours

Maximum Marks : 70

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

1. What type of research and analysis is required for the planning of an event ? Explain with suitable examples. 10
2. List the positions of event professionals required to organize an event. Discuss job profiles of any two of them in detail. 10
3. Discuss in detail the “5 Ws and 1 H” principle of event planning. 10
4. How will you develop advertising objectives for an event ? Distinguish between media and media vehicle. 10

5. Discuss any four special effects which can be used to create and sustain audience interest during events. 10
 6. Identify the materials that are used in a typical one-day event, assuming the event has a stage and backdrop for the launch of a smartphone. 10
 7. Write a detailed note on types of events. How will you decide about the type of event to be organized for a given occasion ? What limitations and restrictions are you expected to keep in mind regarding the same ? 10
 8. What are the objectives of sales promotion for retailers ? How can sales promotion be classified based on their target audience ? 10
 9. What are the considerations you will keep in mind, if you have to design an outdoor exhibition ? 10
 10. What sort of materials are used in an exhibition of a temporary nature ? 10
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