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BHC-014

DIPLOMA IN EVENT MANAGEMENT (DEVMT)

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) Explain any two Ps of event marketing. [10]
(b) Discuss the 10 Ps of the marketing mix proposed by Allen et al. [10]
2. Describe market segmentation in B2C markets for event management using examples. [20]
3. What is meant by marketing planning strategy? How will you establish focus on the strategies for an event management company's marketing programme? Discuss. [20]

4. (a) Explain the following : [10]
- (i) Brand Orientation
 - (ii) Brand identity with the help of brand identity prism.
- (b) Explain briefly the concept of image transfer. As brand strategies, how are brand-specific events and sponsored events associated with the event's success? Discuss. [10]
5. Describe the generation selection, treatment and execution of advertising message for promotion of an event. [10]
6. How do integrated marketing communication and digital marketing play powerful roles in event promotion with special reference to E-marketing, viral marketing and e-WOM. Explain. [20]
7. Write an essay on experiential marketing, as a new form of public relations, for brand experiences. Cite examples wherever necessary. [20]
8. Write short notes on **any four** of the following: [4x5=20]

- (a) PESTLE Analysis
- (b) Consumer behaviour
- (c) Competitive advantage
- (d) Event property / Intellectual property
- (e) Any two types of social media advertising
- (f) Personal selling in event marketing
- (g) Press release

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