

No. of Printed Pages : 3

BHC-014

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2020

BHC-014 : EVENT MARKETING AND PROMOTION

Time : 3 Hours

Maximum Marks : 100

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

1. (a) Describe the 9Ps framework of marketing mix of events, proposed by Getz. 10
(b) Describe any *two* types of event marketing. 10
2. With the help of example, describe the different tools used for analysing the event marketing environment. 20
3. Define market segmentation. Describe market segmentation in B2C markets for event management using examples wherever necessary. 20

4. (a) Explain the importance of strategic marketing for events. 10
- (b) Discuss the role of Destination Marketing Organisations and Convention Bureaus using suitable examples. 10
5. Describe positioning of events in detail, citing examples wherever necessary. 20
6. Describe the generation, selection, treatment and execution of advertising message for promotion of an event. 20
7. (a) Explain the role of integrated marketing communications and digital marketing in event promotion with special reference to E-marketing. 10
- (b) Write about the importance and strategies of sales promotion. 10
8. Write short notes on any *four* of the following :
- 4×5=20
- (a) Porter's 5 forces
- (b) Targeting

[3]

- (c) Consumer Behaviour
- (d) Competitive advantage
- (e) Personal selling in event marketing
- (f) Experiential Marketing
- (g) Brand Specific events and sponsored events.