BHC-014

DIPLOMA IN EVENT MANAGEMENT (DEVMT)

Term-End Examination

December, 2022

BHC-014 : EVENT MARKETING AND PROMOTION

Time : 3 Hours   *Maximum Marks : 100*

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

1. (a) Name and describe the 9 P's framework of marketing mix for the marketing of an event, as proposed by Getz.   10

   (b) Discuss the following *two* types of event marketing :   10

      (i) Conceiving and organising an event of your own

      (ii) Teaming up with an existing event

2. What do you understand by market segmentation ? Discuss in detail the segmentation of market for events in B2C markets.   20

3. (a) What are the determinants of event participation by consumers ? Discuss.   10

   (b) Describe the six-step decision-making process of a consumer for attending an event.   10

4. (a) Describe the *three* generic strategies than an event management company can establish to achieve competitive advantage.

                                          10

   (b) Give an account of how you can establish focus on the event marketing strategy.   10

5. Write an essay on branding and positioning of events. Illustrate your answer with suitable examples.   20

6. (a) Citing examples, write about the selection of 'print media' and 'electronic media' for delivering advertisements.   10

   (b) Explain the new role of PR : Experiential marketing for brand experiences.   10

7. (a) With the help of examples, discuss *four* 'consumer promotion tools' and *four* 'sales force promotion tools' that are useful for event organisers.   10

   (b) What are the *two* approaches to personal selling ? Describe 'upselling' and 'cross-selling' techniques in personal selling.   10

8. Write short notes on any *four* of the following :   4×5=20

   (a) Smart technology, social media and online event registration apps

   (b) Porter's five forces

   (c) Economic and socio-psychological determinants of event participation

(d) Role of Destination Marketing Organisations and Convention Bureaus in event marketing

(e) Brand identity, brand associations and touchpoints

(f) Direct marketing

(g) Working with media at an event