

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

**Term-End Examination**

**00004**

**June, 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. Write a detailed note on types of events that usually take place. How will you decide the type of event to be organised for an occasion ? What are the limitations and restrictions expected to be kept in mind while deciding the same ? 10
2. Discuss in detail the "5 Ws and 1 H" principle of event planning. 10
3. Discuss the job profile of an event manager. Elaborate upon the skills and qualifications a person must possess in order to be a successful event manager. 10
4. Give any three theme ideas for retail sales promotions. 10

5. What type of detailed questions should one ask the venue owners while negotiating the venue fee, to rule out any misunderstanding at a later stage? 10
  6. Discuss the use of print media, electronic media and transit media in promoting an event. 10
  7. Discuss the importance of security management while organising an event. Discuss various types of safety hazards an event may face and preventive and corrective measures for the same. 10
  8. Describe the process of developing a sales promotion schedule in retail industry. Why is it important? 10
  9. List some of the devices/effects used in indoor pyrotechniques, outdoor pyrotechniques and stage pyrotechniques. 10
  10. Explain the term “profiling of target-audience” for an event. Why is it important to pre-estimate the audience size? What factors will you consider while deciding the audience size? 10
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