

# DIPLOMA IN EVENT MANAGEMENT

## Term-End Examination

### 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 10 Ps framework of marketing mix of events, proposed by Allen et al. 10  
b. Describe any three trends in event marketing. 10
2. Explain external marketing environment for events. 20
3. Describe consumer behaviour. How does motivation affect consumer behaviour? Explain with the help of illustration. 20
4. a. Explain the concept of 'strategy' in strategic marketing of events. Further explain the risks associated with events with the help of 'Popularity Share Matrix'. 10  
b. Describe the role of Destination Marketing Organisations and Convention Bureaus using suitable examples. 10



5. a. How do 'Brand Identity', 'Brand added Value' and 'Brand Equity' enhance the significance of brands? 10
- b. Explain with the help of examples how Event property / Intellectual property helps in event positioning. 10
6. Explain the concept of Public Relations (PR) in brief. Write in detail about 'experiential marketing' for brand experiences as the new role of PR. 20
7. a. Discuss the importance and strategies of sales promotion for events. 10
- b. Describe the consumer promotion tools used for sales promotion. 10
8. Write short notes on any four of the following-  
4x5=20
- a. Conceiving and organising an event of your own.
- b. External micro - environment for event marketing.
- c. Bases for segmentation in B2B markets.
- d. Developing marketing goals and objectives.
- e. Elements of an advertisement.
- f. Direct marketing.
- g. Viral marketing and e-WOM