

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

June, 2021

BHC-014 : EVENT MARKETING AND PROMOTION

Time : 3 hours

Maximum Marks : 100

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

1. (a) Define Event Marketing and explain the concept in brief. Also discuss the 10 Ps of marketing mix as proposed by Allen et al. 10
- (b) “Macro-environment will determine the nature of the market in which the event operates.” Justify this statement by discussing the various factors in macro-environment. 10
2. Define Market Segmentation. Explain the segmentation of market for events in detail using suitable examples. 20

3. Explain the consumer determinants of event participation. Also describe the consumer decision-making process for event participation. 20
4. (a) Why is strategic marketing for events important? Explain. 10
- (b) Explain the role of Destination Marketing Organisations and Convention Bureaus in the marketing of events, using suitable examples. 10
5. (a) Write about any two events based on image transfer. 10
- (b) Describe social media advertising and celebrity advertising for events. 10
6. Write an essay on the role of integrated marketing communications and digital marketing in the promotion of events. 20
7. (a) Give an account of how 'experiential marketing for brand experiences' is becoming a growing trend in event management. 10
- (b) Describe the factors affecting media selection for an event. 10

8. Write short notes on any **four** of the following using examples wherever necessary : $4 \times 5 = 20$

- (a) B2C Markets and B2B Markets
 - (b) PESTLE Analysis and C-PEST Analysis
 - (c) Brand Events, Relationship Events and Internal Branding
 - (d) Event Positioning
 - (e) Strategies of Sales Promotion
 - (f) Cross-selling Techniques
 - (g) Direct Marketing
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