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**BHC-014**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**June, 2023**

**BHC-014 : EVENT MARKETING AND PROMOTION**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Answer any **five** questions.

(ii) All questions carry equal marks.

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1. (a) Explain the concepts of B2C and B2B markets. 10
- (b) Discuss the 10 Ps of the marketing mix proposed by Allen *et al.* 10
2. Describe in detail the external marketing environment for events. 20
3. (a) Explain the importance of strategic marketing for events. 10

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- (b) Describe the role of Destination Marketing Organisation and Convention Bureaus with the help of suitable examples. 10
4. (a) Explain the following : 10
- (i) Brand Orientation
  - (ii) Brand Identity (by using the brand identity prison)
- (b) Explain briefly the concept of image transfer. How are brand-specific events and sponsored events associated with the events success ? Discuss. 10
5. Discuss the powerful role of Integrated Marketing Communication and Digital Marketing in event promotion, by giving special reference to E-marketing, viral marketing and e-WOM. 20
6. Describe the generation, selection, treatment and execution of advertising message for promotion of an event. 20
7. (a) Describe the push, pull and hybrid strategies for sales promotion. 10

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(b) Illustrate the role of experiential marketing, as a new form of public relations, for brand experiences. 10

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

(a) Porter's 5 forces

(b) PESTLE Analysis

(c) Consumer behaviour

(d) Event property / Intellectual property

(e) Competitive advantage

(f) Personal selling in event marketing

(g) Any *four* factors affecting media selection for an event