

No. of Printed Pages : 2

**BHC-014**

**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**June, 2024**

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

*Time : 3 Hours*

*Maximum Marks : 100*

---

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

1. (a) Explain 'promotion' and 'positioning' as major components in the marketing mix of events. 10  
(b) Describe the 9Ps framework of marketing mix proposed by Getz. 10
2. How do factors in macro-environment determine the nature of the market in which events operate ? Elaborate with the help of suitable examples. 20
3. Explain the bases for segmentation in B2e markets using suitable examples. 20

**P. T. O.**

[ 2 ]

**BHC-014**

4. (a) How can the event managers establish marketing goals and objectives for their events ? 10  
(b) Explain the role of destination marketing organisation and connection bureaus in strategic marketing of events. 10
5. Write an essay on 'positioning' and 'repositioning' of events cite examples in your answer. 20
6. (a) Describe the selection and execution of advertising message for promoting an event. 10  
(b) How will you measure the effect of advertising ? 10
7. Explain how integrated marketing communications and digital marketing play a powerful role in the promotion of events. Give examples wherever necessary. 20
8. Write short notes on any *four* of the following :
  - (i) Conceiving and organising an event of your own.
  - (ii) Social media, mobile applications and online event registration apps as trends in event marketing.
  - (iii) Targeting.
  - (iv) Consumer decisions for event participation.
  - (v) Any *two* events based on image transfer.
  - (vi) Approaches to personal selling.
  - (vii) Factors affecting media selection.

\*\*\*