

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

Term-End Examination

00196

June, 2015

MFW-078 : EVENTS AND EXHIBITIONS

Time : 3 hours

Maximum Marks : 70

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

1. What is an event ? How will you define the objectives of a given event ? Explain with the help of examples.
2. List the positions of event professionals required to organize an event and discuss the profile of any two of them in detail. 6
3. How will you set up advertising objectives for your event ? Distinguish between media and media vehicle. 10
4. List any five ideas for organizing an event for a retail organization and discuss any two of them in detail. 10

5. Discuss "5 Ws and 1 H" principle of event planning. 10
6. List and discuss any four special effects which can be used during events to create or sustain the audience interest. 10
7. What type of detailed questioning will you do of the venue owners to rule out any misunderstanding about the fee (charges) at a later stage? 10
8. Discuss the importance of security management while organizing an event. List and discuss various types of safety hazards an event may face along with preventive and corrective measures for the same. 10
9. Describe the process of developing a sales promotion schedule of an event in detail. 10
10. Explain with the help of examples the profiling of the target audience of an event. Why is it important to pre-estimate the audience size and how is it done? 10