

1056
Advance Diploma (Add-on)
Event Management-I
CEM-105: Event Sponsorship
(In all mediums)

Time Allowed: 3 hours

Max. Marks: 75

Note: Attempt five questions in all, including Question No. I (Unit-I) which is compulsory and selecting four questions from Unit II.

Unit-I

I. Attempt any five questions of the following:

- Write a note on catering sponsorship.
- Give some examples of venue sponsorships.
- What is the reason of entertainment sponsorship?
- Define event.
- Importance of making unique events.
- Define online promotion.
- Examples of catering sponsorship.
- What is scheduling?

(5x3)

Unit-II

- Write a detailed note on competitive advantage through online promotion. (15)
- Discuss the scope, importance of logistic sponsorships. (15)
- "To attract the sponsorships, the event has to be unique". Comment on the statement with suitable examples of event in your college. (15)
- "Event schedule must be designed in such a manner that it should satisfy each and every sponsor". In the light of this statement, discuss the importance of event programme in scheduling. (15)
- Consider that you are to organize a music show for young students of your college and you are inviting proposals for "Catering Sponsorship". Highlight the key benefits of your catering sponsorship for your targeted sponsors. (15)
- Develop an 'Event versus Sponsorship Proposal' for any charitable event of the district. (15)
- "Consumers are smart. They know straightaway when an entertainer is not behind a brand and they ignore entertainment media marketing that pays lip service to their values". Comment on the statement and discuss how to make sense of entertainment sponsorship. (15)

(Hindi & Punjabi versions enclosed)

P.T.O.

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