

Advance Diploma Course (Add-on)
Event Management
Paper - 1 (CEM-105): Event Sponsorship

Time allowed. 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) What is the impact of event sponsorship?
- b) Give different types of event sponsorship.
- c) What are the reasons of organizing corporate events?
- d) Define the term venue sponsorship.
- e) Give the importance of sponsorship follow up.
- f) What are the incentives to attract sponsors in event management?
- g) What are the different types of sports event?
- h) Give the importance of sponsorship follow up. (5x3)

II. Discuss the role of sponsors in promoting an event. (15)

III. What are the tools to promote the event in the internet environment? (15)

IV. What are the latest trends in promoting an event? (15)

V. Discuss in detail the event sponsorship development program. (15)

VI. What are the features of drawing up and signing a contract with a celebrity? (15)

VII. What is entertainment sponsorship? What factors are to be kept in mind while deciding on it? (15)

VIII. What is logistic sponsorship? How it is beneficial for the organization to earn success. (15)

x-x-x