

2065
Diploma Course (Add-on)
Event Management
Paper –I: Event Marketing & Finance Management

Time allowed: 3 Hours

Max. Marks: 75

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

x-x-x

- I. Write notes on any five of the following:-
 - a) Explain the scope of event marketing.
 - b) Explain how the events can be publicized.
 - c) Explain the importance of charitable events.
 - d) Write short note on importance of financing in events.
 - e) Explain the risks associated with retail events.
 - f) Write short note on event analysis.
 - g) Write the difficulties associated with event promotions.
 - h) Differentiate between early bird pricing and tiered pricing. (5x3)
- II. Explain the event marketing. What are the various strategies related to event marketing? (15)
- III. Explain the sales promotion and decision making studies involved in event marketing. (15)
- IV. Explain the brand management related to events. What are the various strategies for brand management of events? (15)
- V. Explain the various dimensions of budgeting for events. How the revenue and expenditure report is prepared? (15)
- VI. What are special business events? Explain the procedure for organizing the special business event. (15)
- VII. What are the main sources of funds for events? What difficulties are being faced by the organizers while identifying the sources of funds? (15)
- VIII. What do you mean by pricing of events? Explain the main strategies related to pricing of events. (15)

x-x-x