

1069

## Diploma Course (Add-on)

## Event Management

## Paper-I: Event Marketing and Finance Management

Max. Marks: 75

Time allowed: 3 Hours

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

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I. Explain any five of the following: -

- a) Sales promotion
- b) Event marketing
- c) Brand management
- d) *Charitable event*
- e) *Sponsorship*
- f) Break even
- g) Fund raising
- h) *Familiarization trips* (5×3)

II. What is a 'mega event'? How publicity of a mega event takes place? (15)

III. Explain how the revenue and expenditure report helps in budgeting for an event? (15)

IV. Define event management. Discuss its process. (15)

V. Explain fund raising for an event. Also explain funds planning in an event. (15)

VI. Discuss client servicing and pricing in events. (15)

VII. Explain cost accounting, cost control and event analysis. (15)

VIII. What is an event proposal invitation? Make an event proposal for an event. (15)

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