

Exam. Code: 1262

Sub. Code: 8951

1068

Diploma Course (Add-on)

Event Management

Paper-I: Event Marketing and Finance Management

Time allowed: 3 Hours

Max. Marks: 75

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) Charitable events
- (b) Funds planning for events
- (c) Break even
- (d) Brand management
- (e) Event proposal
- (f) Sales promotion
- (g) Risk taking
- (h) Retail events

(5×3)

II. What do you mean by client servicing? Discuss its importance.

(15)

III. Discuss different sources of financing for various events.

(15)

IV. What are the different marketing strategies of an event?

(15)

V. How the revenue and expenditure reports help in analyzing an event?

(15)

VI. Discuss in detail various types of events.

(15)

VII. Explain cost accounting, cost control and budgeting.

(5+5+5)

VIII. Discuss in detail the procedure of event management with examples.

(15)

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