

(i) Printed Pages : 4

Roll No.

(ii) Questions : 8

Sub. Code :

4	2	7	1
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Exam. Code :

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Diploma Course (Add on Course)

1046

EVENT MANAGEMENT (In all Mediums)

Paper-I : Event Marketing and Finance Management

Time Allowed : Three Hours]

[Maximum Marks : 75

Note :- Attempt any **five** questions from Unit-I and any **four** questions from Unit-II.

UNIT-I

1. Attempt any **five** short notes from the following :

- (a) Charitable Events
- (b) Brand Management
- (c) Publicity of Events
- (d) Event Marketing
- (e) Cost control
- (f) Funds Planning
- (g) Sources of Funds
- (h) Client Servicing.

3×5=15

UNIT-II

- 2. Discuss different strategies of marketing of events. 15
- 3. How sponsorship helps in event management ? 15

4. "Revenue and expenditure report helps in budgeting for an event". Discuss. 15
5. "Special business events are different from retail events". Explain. 15
6. Discuss how funds can be raised for financing an event. 15
7. "Cost accounting plays a very important role in cost control of an event". Discuss. 15
8. Discuss in detail the concept of pricing in events. 15

(हिन्दी माध्यम)

Note :- Attempt any **five** questions from Unit-I and any **four** questions from Unit-II.

यूनिट-I

1. किन्हीं पाँच भागों के संक्षिप्त उत्तर दो :-
 - (a) धर्मार्थ घटनाएं
 - (b) ब्रांड प्रबंधन
 - (c) घटनाओं का प्रचार
 - (d) घटना का मंडीकरण
 - (e) लागत नियंत्रण
 - (f) फंडों का आयोजन
 - (g) फंडों के स्रोत
 - (h) ग्राहक सेवा कार्य। 3×5=15