

Exam Code: 1262
Sub. Code: 9008

2064

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. I which is compulsory.

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- I. Explain any five of the following:-
- a) Explain the objectives of event analysis.
 - b) Explain the importance of advertising for events.
 - c) What is event marketing?
 - d) Explain the concept of client servicing.
 - e) What are the objectives of event pricing?
 - f) Write short note on cost control for events.
 - g) Explain the importance of sponsorship.
 - h) Explain two sale promotion strategies for events. (5×3)
- II. Explain external marketing environment for events in detail. (15)
- III. Define market segmentation. Explain segmentation of market for events. (15)
- IV. List the various corporate events and explain them in detail. (15)
- V. Explain budgeting for events in detail. Why budgeting is important of events? (15)
- VI. What do you mean by event proposal? Mention any two types of event proposals. (15)
- VII. How the brands for events are built? What is the importance of brand management for events? (15)
- VIII. Explain the procedure adopted to get sponsorship for events. (15)
- IX. Explain the strategies adopted for identification of sources of funds for events.(15)

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