

2072

Advanced Diploma Course (Add-on)
Event Management
Paper - I (CEM-105): Event Sponsorship

Time allowed: 3 Hours

Max. Marks: 75

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

x-x-x

- I. Attempt any five of the following:-
 - a) Define sponsorship.
 - b) Note on events as a marketing tool.
 - c) Write Short note on catering sponsorship.
 - d) Explain the concept of customer's relation.
 - e) Define event management.
 - f) Give the importance of scheduling in an event.
 - g) Define entertainment sponsorship.
 - h) Define online promotion. (5x3)
- II. How technology help you to grow your business (event management)? (15)
- III. "Sponsorships decide the status of any event". In response to this statement discuss the role of sponsorship in detail. (15)
- IV. Define venue sponsorship. Give its importance in event management. (15)
- V. What is logistic sponsorship? Explain its benefits for an organization to earn success. (15)
- VI. What are the challenges for event management industry in today's environment? (15)
- VII. Plan an event for launching of a clothing brand. (15)
- VIII. Give significance of online promotion in an event. Also give its merits and demerits. (15)

x-x-x