

2082
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.

x-x-x

- I. Attempt any five of the following:-
- a) Mega event
 - b) Event Management
 - c) Budgeting for events
 - d) Client servicing
 - e) Sales promotion
 - f) Event proposal
 - g) Fund raising
 - h) Brand management
- (5x3)
- II. Explain the role of sponsorship in events. How potential sponsors for events can be identified? (15)
- III. What is the relationship between pricing and events? Discuss various ways in which the organizers charge for events? (15)
- IV. What are charitable events? Discuss their advantages. (15)
- V. Discuss the meaning and advantages of event marketing. (15)
- VI. 'Cost accounting and cost control lead to the profitability of an event'. Discuss. (15)
- VII. Discuss in detail various event marketing strategies. (15)
- VIII. Discuss in detail various sources of financing of an event. (15)

x-x-x