

3/5/2019

2.30 - 5.00 pm

Pages - 03

Duration: 2 ½ hrs

- N. B. :**
1. All Questions are compulsory
 2. All Questions carry equal marks
 3. Figures to the right indicate full marks

Q1 A. Fill in the blanks with appropriate option: (any 8) (08)

1. Final step which involves the execution of all the plans of the event according to the final concept is known as _____.

- a. Carrying out b. Canvassing c. costing d. All of these

2. _____ are community gathering that happens during Dandiya Nights, Ganpati celebrations, Christmas celebrations, iftar parties, etc.

- a. Cultural Celebrations b. Charitable celebrations c. Artist Based d. None of these

3. _____ are a popular form of fund raising.

- a. Charitable Events b. Environmental Events c. Cultural events d. None of these

4. Interactions that are built around the event and not during the actual event, at the same time, using the event as a focus of interaction are _____.

- a. Indirect Interaction b. Direct interaction c. External reach d. None of these

5. A good _____ plan starts with assessing the risks that might occur based on probability that they will occur and the consequences if they do occur.

- a. Event management b. Organized c. Proactive d. Crisis management.

6. A _____ tax is a form of Pollution tax.

- a. Sales tax b. Value added tax c. Personal tax d. Carbon tax.

7. Green Events are all about making an event _____ for the environment and society.

- a. Sustainable b. Suitable c. Social d. Polite

8. "____" events can offer a number of ways for participants to connect and communicate.

- a. Virtual b. Cause related c. Green d. Charitable

9. Understanding how your attendees are feeling about your brands or event is essential when improving user experience for the future and will lead to _____.

- a. Positive feedback b. Negative feedback c. No feedback d. Constructive feedback.

10. "A _____" is a document that demonstrates commitment to health and safety.

- a. organisation bond b. safety policy c. government rules d. management rules

Q1 B. State whether the following statements are true or false: (any 7)

(07)

1. Cause based event creates memorable experiences for attendees.
2. Creativity is a phenomenon whereby something new and somehow valuable is formed.
3. Canvassing is for sponsors, customers and networking components.
4. Expected event level means the event should be organized very formally to meet the purpose of an event.
5. Financial sponsors are in-kind sponsors.
6. Event marketing is the most easiest part of event planning.
7. A safety policy is a document that demonstrates commitment to health and safety.
8. Promotional events tend to have high budgets and high profile.
9. Event management is a low risk business.
10. A virtual event is time consuming and costly.

Q.2 a. Define Event marketing. Explain five C's of Events.

(08)

Q.2 b. Explain importance of Events as a Marketing communication tool.

(07)

OR

Q.2 c. What are the Key Elements of Events.

(08)

Q.2 d. Write a note on Event Creativity.

(07)

Q.3 a. Explain the classification of Events.

(08)

Q.3 b. Write a note on Segmentation in Events.

(07)

OR

Q.3 c. What are the bases used for Event variations?

(08)

Q.3 d. Write a note on Charitable events and Cultural Events.

(07)

Q4a. Explain various possible Pre-Event expenses.

(08)

Q4b. Discuss the various skills required while negotiating best price to carry an event.

(07)

OR

Q4c. How to make attractive sponsorship package for organising an event.

(08)

Q4d. Which are the different types of Networking Components?

(07)

Q5a. Write a note on Career in Event Marketing. (08)

Q5b. State and explain the skill sets required for an Event Manager. (07)

OR

Q 5C. Write short notes on: (any three) (15)

1. Reach and Interaction
2. Green events
3. Sponsorships
4. Safety and security of Events
5. Event charges
