

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

Term-End Examination

December, 2024

BHC-014 : EVENT MARKETING AND PROMOTION

Time : 3 Hours

Maximum Marks : 100

Note : Answer any *five* questions. All questions carry equal marks.

1. (a) Explain how 'product' and 'price' play a significant role, as components in the marketing mix of events. 10
- (b) Describe the 10 Ps framework of marketing mix proposed by Allen *et al.* 10
2. (a) How does 'microenvironment' in the external environment determine the nature of the market in which the event operates ? Elaborate. 10

- (b) Describe Porter's 5 forces that can help in understanding the dynamics of the event industry. 10
3. Explain the concept of market segmentation in event management. Further, discuss the bases for segmentation in B2B markets. 20
4. (a) Describe the *three* generic strategies that an event management company can use as a framework, to gain competitive advantage. 10
- (b) Elaborate the importance of strategic marketing for events. Further briefly write about the role of destination marketing organizations and convention bureaus in this regard. 10
5. (a) How can the event manager use 'event positioning' to gain competitive advantage for events ? 10
- (b) How can event property be 'repositioned' every year ? Explain by citing the example of IITF. 10
6. (a) Explain, how 'social media advertising' and 'celebrity advertising' are used for promoting events. 10

- (b) Discuss, how experiential marketing is used for enhancing brand experiences, with the help of suitable examples. 10
7. (a) Discuss the importance and strategies of sales promotion. 10
- (b) Write about the consumer promotion tools, used while organising events. 10
8. Write short notes on any *four* of the following :
4×5=20
- (a) Teaming up with an existing event
- (b) Smart technology and social media
- (c) Targeting
- (d) Consumer determinants of event participation
- (e) Selection, treatment and execution of advertising message
- (f) E-marketing in integrated marketing communications
- (g) Working with media at an event

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