

**DIPLOMA IN EVENT
MANAGEMENT (DEVMT)
Term-End Examination**

June, 2025

**BHC-014 : EVENT MARKETING AND
PROMOTION**

Time : 3 Hours

Maximum Marks : 100

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

1. (a) List and discuss giving suitable examples 10 P's of marketing mix as given by Allen *et al.* 10
- (b) Discuss any *two* techniques used for marketing the events now-a-days. 10

2. (a) Describe the basis of segmentation in B2C markets. 10
(b) What is targeting ? Describe the options of targeting with respect to events. 10
3. (a) Describe opportunity analysis and the benefits of opportunity matrix. 10
(b) Describe the elements of the product giving suitable examples. 10
4. (a) Explain the importance of strategic marketing for events. 10
(b) Discuss briefly the role of destination Marketing Organisation *or* Convention and Tourism Bureaus as essential entities of marketing activities. 10
5. (a) Describe the 5 M's of developing an advertising campaign. 10
(b) What impact does social media have on event marketing ? Discuss any *one* social media platform which has impact on event marketing. 10

[3]

6. What are the *three* types of sales promotional tools used by event marketers ?
Discuss consumer promotion tools. 20
7. (a) Discuss the three dimensions of experiential marketing. 10
(b) Discuss briefly media mix for events. 10
8. Write short notes on any *four* of the following : 5+5+5+5
- (a) PESTLE analysis
 - (b) Micro-environment of an event
 - (c) Steps in consumer research
 - (d) Brand building factors
 - (e) Event positioning
 - (f) Risk *vs.* Return matrix for a marketing campaign
 - (g) Importance of consumer behaviour in event marketing

× × × × ×