

**DIPLOMA IN EVENT
MANAGEMENT (DEVMT)**

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any *five* questions.

(ii) All questions carry equal marks.

1. (a) Describe two types of event marketing, that can be carried out by the event organizers. 10
- (b) How do geographic segmentation and behavioral segmentation form the bases for segmentation in B2C markets. 10
2. (a) Explain the consumer's decision making process for event participation. 10

- (b) What is a role of motivation in driving consumer behaviour ? Explain motivation through Maslow's hierarchy of needs. 10
3. Give the importance of strategic marketing for events. Describe the role of destination marketing organizations and convention bureaus in encouraging event business. 20
4. (a) Explain the terms 'Brand Identity' and 'Brand Equity' in the context of events. 10
- (b) What are the different ways in which event positioning can be achieved ? 10
5. Define advertising. Describe the selection and execution of advertising message in event management. 20
6. Give a detailed account of how sales promotion tools are used by event organizers. 20
7. (a) Describe the different approaches to personal selling. 10

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- (b) Write about the contributions of personal selling to event marketing. 10
8. Write short notes on any *four* of the following : 4×5=20
- (a) List the 10 Ps framework of marketing mix, given by Allen et al.
 - (b) Porter's 5 forces
 - (c) Events based on image transfer
 - (d) Social media advertising
 - (e) Strategies for sales promotion
 - (f) Integrated marketing communication
 - (g) Factors affecting media selection at an event

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