

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
Second Semester (Marketing) Examination April 2016

Subject	Event Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	23.04.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Analyse and identify why companies should use events and what needs do events fulfill. Explain with examples.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Write a short note on any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Conceptualisation of the Event
- b) Costing of the Event
- c) Canvassing of the Event

Q3) Write a short note on any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Customisation of the Event
- b) Carrying – out the Event
- c) Events for Brand Building

Q4) Answer briefly any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What do you understand by Target audience?
- b) What do you understand by “Venue for Events” ?
- c) What is the role of media in Events?

Q5) Answer any two briefly from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Segmenting and targeting of market for events
- b) Positioning in Events
- c) Revenue and non revenue generating customers

Q6) Write short notes on any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Competitive Events
- b) Cultural celebrations
- c) Exhibition Events

Q7) Write short notes on any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Charitable Events
- b) Special Business Events
- c) Event Sponsorship