



100

SYBMS (MKTG)
3/5/18
2 to 4:30pm
pg. 2
Total Marks: 75

Event Marketing.

Q.P. CODE: 38001

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) (8)

1. _____ is the customer groups who form the focus of events.
i. Target audience ii. Customer iii. Buyers iv. Segment
2. _____ can be measured by using the circulation figures of newspaper and promotion on television and radio.
i. External reach ii. Internal reach iii. Direct reach iv. Indirect reach.
3. _____ are those designated areas of venue along with particular time slots, where the interaction is to take place.
i. Internal points ii. Interaction points iii. External points iv. Exchange points.
4. _____ means the event should be organised very formally to meet the purpose of an event.
i. Core event level ii. Augmented event level iii. Expected Event level
iv. Generic event level.
5. _____ creates memorable experiences for attendees.
i. Concept based Events ii. Cause based event iii. Profit based event
iv. Location based event.
6. Understanding how your attendees are feeling about your brands or event is essential when improving user experience for the future and will lead to _____.
i. Positive feedback ii. Negative feedback iii. No feedback iv. Constructive feedback.
7. When the event manager reviews the requirements with the client and then presents the price it is called a _____.
i. Fee ii. Flat fee iii. Less fee iv. Premium fee
8. Instead of paying cash to sponsor a cause or organization, a business may donate goods or services. It is called _____.
i. In-kind ii. On-kind iii. Off-kind iv. Any-kind.
9. A good _____ plan starts with assessing the risks that might occur based on the probability that they will occur and the consequences if they do occur.
i. Crisis management ii. Event management iii. Image management
iv. Customer management.
10. _____ is a in form of promotion, often considered PR, where a firm provides support for an event, venture, organization, person or charity by providing money or other resources in order to obtain positive publicity.
i. Discount ii. Premium iii. Sponsorship iv. Advertising.

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

1. A successful event marketing campaign provide values to attendees with limited information about a product or service.
2. Involvement of all senses in experiencing the event is one of the greatest advantages that events can offer.
3. The greater the number of interaction points, the better for the clients.
4. Psychographic segmentation is the study of age, gender or marital status.

5. According to Philip Kotler, it is important to create an image and correct positioning for customers that creates similarity between products.
6. Charitable events and fund raising events are one and the same.
7. Running a successful event requires an active audience.
8. Sponsorship is a form of welfare activity.
9. Virtual events are primarily a mode of physical interaction with clients.
10. Print hand-outs are the best example of green marketing.

Q2a. Define Event Marketing. Explain key elements of an Event. (08)

Q2b. Write a note on Event creativity. (07)

OR

Q2c. Explain the varied marketing needs addressed by events. (08)

Q2d. "Events are the excellent Marketing tool." comment. (07)

Q3a. Discuss different bases of event variations in brief. (08)

Q3b. Write a detailed note on charitable events. (07)

OR

Q3c. Describe the client industry based events. (08)

Q3d. Write a detailed note on Segmentation of the markets for events. (07)

Q4a. Bring out the factors to be considered while pricing events. (08)

Q4b. What are the key strategies to identify potential sponsors? (07)

OR

Q4c. Explain the Networking component concept for events. (08)

Q4d. What is Impact Measurement? Explain steps involved in it. (07)

Q5a. Write a note on Virtual Event. (08)

Q5b. State and explain the safety and security of events. (07)

OR

Q 5C. Write short notes on: (any 3) (15)

1. 5 C's of Events
2. Event Sponsorship
3. Career in Event Marketing
4. Positioning of Events
5. Crisis Management of Events
