

Question Paper Code : 1708

MBA (M) (Semester-IV) Examination, 2018

EVENT MARKETING AND MANAGEMENT

[MBA (M)-041]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Write short notes on the following : [3×10=30]
- (a) Features of Meeting.
 - (b) Closing in an Event.
 - (c) Virtual Event.
 - (d) Convention Vs Conference.
 - (e) Disaster Management in an Event
 - (f) Channel Partners.
 - (g) " Hype" creation in an Event.

- (h) Bundling in Event.
- (i) Negative Marketing of an Event.
- (j) "Blending" for an Event.

UNIT-I

- 2. Define Event Management. Explain the role of Event Marketing in Event industry. [10]
- 3. Outline the growth and development of Event Industry in India in post Independence period. [10]

UNIT-II

- 4. Describe the typology of planned Events in the existing Event Industry. [10]
- 5. What do you understand by check list of an Event? Explain its importance in Event Management. [10]

UNIT-III

- 6. Describe the role of catering in personal event. How catering is a vital element in organising personal event ? [10]

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- 7. What do you understand by "Hospitality" in commercial event ? Explain its role in a business meeting. [10]

UNIT-IV

- 8. Explain "Issues in Event Management ". Suggest precautionary measures to avoid challenges in Event.[10]
- 9. If you would get a chance to organise an event like "Lucknow Mahotsav ",what innovative ideas would you incorporate in the current shape of this event to increase the pleasure and revenue ? [10]

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