

**DIPLOMA IN EVENT
MANAGEMENT (DEVMT)**

Term-End Examination

December, 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 9P's of marketing mix as proposed by Getz. 10
- (b) What are the different types of event marketing ? Explain any *two* types in detail. 10

2. (a) Describe the basis of segmentation in B2B markets. 10
(b) What is targeting ? Describe the options of targeting with respect to events. 10
3. (a) What is competitive advantage ? Explain the *three* generic strategies that an EMC can use as a framework to achieve strategic advantage. 10
(b) Describe the elements of the product. 10
4. (a) Discuss the importance of strategic marketing for events giving suitable examples. 10
(b) Explain Risk *vs.* Return matrix OR popularity share matrix for a marketing campaign. 10
5. (a) What is the importance of creativity in message generation ? 10
(b) List the different types of media used for advertising. Explain electronic media in detail. 10

6. What are the *three* types of sales promotional tools used by event marketers ? Discuss sales force promotional tools with suitable examples. 20
7. (a) How is direct marketing different from personal marketing ? 10
 (b) Discuss giving suitable examples the elements of media strategy. 10
8. Write short notes on any *four* of the following : 4×5=20
 - (a) Porter's 5-force model
 - (b) Micro-environment of an event
 - (c) Consumer decision-making process
 - (d) Brand Identity
 - (e) Destination Marketing Organisations
 - (f) Event Positioning
 - (g) Situational *vs.* Predispositional involvement in an event

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