Program:	**T.Y.B.Com (MS)**	**Semester:** V	**Program Code:** UGMS02
Course:	**Event Marketing**		**Course Code:** NUMS510

Duration: 1 Hour **Examination Pattern:** NEP-Autonomous- External **Max. Marks:** 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		Attempt the following.		[10]	CO's	KL's
	(a)	**Read the following case study and answer the following questions:**		[05]		
		The college plans to organize a three-day cultural festival for undergraduate students. The organizers want to attract students from other colleges, increase participation, and create awareness about the college. They decide to use Instagram, posters, student ambassadors and local radio to promote the event. The organizing committee first develops the concept of the festival, prepares a budget, approaches potential sponsors, customizes activities according to student interests and finally conducts the event.			CO1	L4
		I	What is Event Marketing?	01		
		II	Identify and explain the 5 C's of Event Marketing reflected in the case.	02		
		III	How can the organizers use different promotional media to increase the reach of the event?	02		
	(b)	**Fill in the blanks with an appropriate answer from the alternatives given.**		[05]		
		I	_____ is Event Marketing.		CO1-CO2	L1-L2–
			a. Marketing through events and experiences / b. Marketing only through newspapers			
			c. Selling products only online / d. Managing employees			
		II	_____ is the first benefit level of an event product.			
			a. Core benefit / b. Expected benefit			
			c. Generic benefit / d. Augmented benefit			
		III	_____ of the following is an example of an artistic event.			
			a. Music concert / b. Staff meeting			
			c. Business meeting / d. Product inspection			

	IV	_____ of the following is one of the 5 C's of Event Marketing						
		a.	Conceptualization	b.	Competition			
		c.	Communication	d.	Coordination			
	V	Customization of an event means _____.						
		a.	Designing the event according to audience needs	b.	Using the same format for every event			
		c.	Avoiding customer preferences	d.	Cancelling an event			
Q. 2		**Attempt the following.**				[10]	CO's	KL's
	(a)	Explain the concept and meaning of Event Marketing. Discuss the evolution of Event Marketing and its changing role as a marketing communication tool.					CO 1	L2
		OR						
	(b)	Explain the advantages of Event Marketing and discuss how events address varied marketing needs such as brand building, implementation of marketing plans and marketing research.					CO1	L3
Q. 3		**Attempt the following.**				[10]	CO's	KL's
	(a)	Apply the 5 C's of Event Marketing—Conceptualization, Costing, Canvassing, Customization and Carrying-out to develop a marketing plan for a college cultural event.					CO2	L3
		OR						
	(b)	Apply appropriate pricing objectives and event charging methods to design a pricing strategy for a proposed business or entertainment event. Justify your choice of pricing method.					CO2	L3

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