

Part - B Essay Questions

Answer only three (03) questions including question number 01 in Part B

Marks Allocated: 70 Marks

01. Meeting is an assembly of people for a particular purpose, especially for formal discussion.

i. Briefly explain value added spin – offs of a meeting. (10 Marks)

ii. Briefly explain the fundamental elements in organizing a professional meeting. (10 Marks)

iii. Discuss the critical success factors of organizing a meeting. (10 Marks)

(Total Marks 30)

02. Event marketing is the function of event management that can keep in touch the event's participants and visitors, read their needs and motivations, develop products that meet these needs and build a communication programme which expresses the event's purpose and objectives.

i. Briefly explain five Ws of events marketing. (10 Marks)

ii. Discuss the factors to consider in event marketing. (10 Marks)

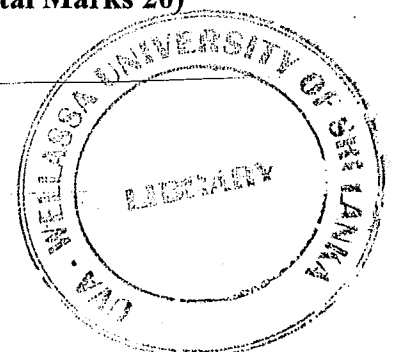
(Total Marks 20)

03. Event sponsorship is a type of promotion where a company develops sponsorship relations with a particular event.

i. Why is sponsorship the fastest growing marketing medium. Briefly explain with examples. (10 Marks)

ii. Discuss the characteristics of sponsorship. (10 Marks)

(Total Marks 20)



04. Event programming is formulating a plan for the event and it is necessary to put that plan into action and to stage the event.

iii. Explain the event programming tools and techniques. (10 Marks)

iv. Discuss the critical success factors of event programming. (10 Marks)

(Total Marks 20)