

EVENT MARKETING



Brand: Mehta Solutions

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Short Description

EVENT MARKETING case study

Description

Multiple Choices:

Q1. The type of event involve a test of physical strength, mental ability & talent or a combination of these is called_____

1. **Competitive events**
2. **Artistic expression**
3. **Cultural celebration**
4. **Exhibition events**

Q2. Who is responsible for organizing the event?

1. **Organizer**
2. **Invitees**
3. **Sponsors**
4. **Delegates**

Q3. The interaction that takes place between clients and the target audience during the actual event known as_____

1. **Indirect interaction**
2. **Direct interaction**
3. **Both a & b**
4. **None of the above**

Q4. Which of the following is not comes under the 5 C?s of events ?

1. **Culture**
2. **Canvassing**
3. **Conceptualization**
4. **Customization**

Q5. Strategic alternatives arising from competitive analysis are_____

1. **Rebuttal strategy**

1. **Sustenance strategy**
2. **Maintenance strategy**
3. **Both a & b**

Q6. Any venue over which neither the client nor the professional event organizer have any ownership rights is called_____

1. **In-house venue**
2. **External venue**
3. **Both a & b**
4. **None of the above**

Q7. A large identifiable groups of customers with in a market is termed as_____

1. **Target marketing**
2. **Ambush marketing**
3. **Positioning**
4. **Segmentation**

Q8. It is a part of revenue generation method during the event management.

1. **Merchandising**
2. **Event Revenue**
3. **Event Budgeting**
4. **None of These**

Q9. _____ provides a forecast on the event about the variable cost & fixed cost of the event.

- 1. Budget planning**
- 2. Event Budgeting**
- 3. Event Management**
- 4. Event Costs**

Q10. EMIS stands for_____

Part Two:

Q1. What are the 5C?S of event?

Q2. Explain the concept of “Target Marketing”?

Q3. Discuss the key elements of events?

Q4. Write short note on Pre-event, During-event and post-event activities of event management?

Q5. Develop detailed operational plans for the end of the race, using estimates of finish times and crowd-flow patterns for participants and spectators.

Q6. Discuss the occupational safety and health issues of the staff concerned.

Q7. What are the responsibilities of the management in this case?

Q8. “Event Management” as an effective marketing tool if executed right. Explain?

Q9. Define “Event” and discuss the advantages offered by event?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers