

(8)

(b) How are events assessed and at what stages?

7. Discuss the different growth strategies and competitive strategies are observed by event management and marketing companies. 10

Unit - IV

8. Which risks and legal issues are encountered in event management and marketing? How can the events be made "Risk-Readied"? 10

9. (a) What is business tourism? What impact it has on a country's economy and culture? 5+5=10

(b) What is event tourism? Which safety and global issues are dealt in it?

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Roll No. _____

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M.B.A. (M) (Semester-IV)

Examination, 2015

Event Marketing Management

[MBA(M)-041]

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No. 1 is compulsory. Attempt one question from each unit.

1. Caselet :

ZEE Jaipur Literature Festival 2015, started as the largest free literary festival on earth in 2006, which brings together some of the greatest thinkers and writers from across South Asia and the world. From Nobel laureates to local language writers, Man Booker prize winners to debut novelists, every January the most remarkable, witty, sensitive and brilliant collection of authors come together for five days of readings, debates and

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discussions at the beautiful Diggi Palace in the Rajasthani capital. The festival directors are the writers Namita Gokhale and William Dalrymple and it is produced by Sanjoy Roy of Teamwork Productions. Surina Narula has been the Founder Sponsor and Festival Advisor for the literature festival. The Festival is an Initiative of the Jaipur Virasat Foundation founded by Faith Singh, originally as a segment of the Jaipur Heritage International Festival in 2006, and developed into a free-standing festival of literature standing on its own feet in 2008, and is now regarded as a cultural catalyst within India and around the world, exposing audiences to a constant flow of ideas. Featuring live music sessions and interactive workshops, the Festival provides a space to dare, dream and imagine, it is all about talks, readings, debates, discussions around the literacy, democracy, community and culture of, our society that experiences a great urban -rural divide. The participants explored through the tech-

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- (e) Which different types of Sponsors are associated with the event? Present the role each played.
- (d) What has been the reach of the event? Do the SWOT analysis and present your views.

Unit-I

2. Explain all the Key elements of any event in detail . 10
3. Describe the 5CS of Event State the economic and social significance of an event. 10

Unit-II

4. Present a brief account on the variety of events on the basis of their core characteristics state their importance. 10
5. Define schedule and action agenda. Discuss the check list (basic / standard) of a conference program in detail. 10

Unit - III

6. (a) Differentiate between event management and event marketing. 5+5

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P.T.O.

(4)

by the JLF official to stay away from the potential dangers. There had been series of confrontations between the Chairman, Press council of India and the authors in questions that drew political attention. Albeit of all these and its recent media criticism and lampooning on perceived elitism, irrelevance, commercialization of literature and dependence on celebrities, JLF has carved its niche amongst its readers and stood by the importance of book festivals. This time the festival was scheduled from January 21-25. Earlier this year it had been reported that the tentative list of speakers this season will be 181 including V.S.Naipaul, Chetan Bhagat and Amish Tripathi. In this year 2015, the festival also expanded beyond the four walls of Diggi Palace, holding over 300 events in 10 venues from 10:30AM to 7:15 PM, including the Music Stage at clarks Amer, the Jaipur BookMark at Narain Niwas, and two special sessions at Amer Fort and Hawa Mahal which focused on heritage and

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culture. These sub-events were supported by Rajasthan Tourism. Jaipur BookMark was focused at publishing industry forum in which the plural linguistic publishing streams of South Asia connected with each other and with the world. Notable sessions of the festival in 2015 included two packed sessions each for Nobel Laureate Sir V.S. Naipaul and former President of India, Dr. APJ Abdul Kalam, who drew a 5000 strong crowd to the Front Lawns of Diggi Palace. There was 40% increase in students visiting the Festival, with average age of visitor being 21 years old. The Festival furthered its mission of making literature accessible to all by taking authors to schools in Jaipur, with 50 sessions taking place over two weeks in partnership with Pratham Books. The events' happening were constantly being made available online on twitter, facebook, linkedIn, google plus, you tube besides on cloud. Various other online portals and print media such as money control and India today also gave full

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coverage to the event.

The 8th world's largest free literary event ended on a high note with a record 245,000 footfalls over the five days from January 17th - 21st 2015.

Read the above caselet carefully and answer the following questions there of $5 \times 6 = 30$

- (a) Which type of event is being discussed here? What is the core concept here? Give its basic characteristic features?
- (b) Who are the organizers? Which objectives do they plan to achieve through this event? Discuss each in short.
- (c) State five reasons as to why Diggi palace & Jaipur had been chosen as venue. What importance does a venue hold for such events?
- (d) Which event company managed this event along with the organizers? Which aspects did it look after? Why is the event said as "FREE" when there is registration fee included?

(3)

nological changes and the reading policies and merging them with different delivery platform, multimedia and languages. JVF's Community Director Vinod Joshi is its regional advisor. Most of the events at the festival are free and not ticketed, except the registration fees that ranges from ` 3500/-per day to ` 6000/- for two days per person. The Diggi Palace Hotel, Jaipur Rajasthan serves as the main venue of the festival held each year in during the month of January. Usually it is organised in the Hall of Audience and gardens of the palace, in the city centre along with the excellence in Rajasthani, Indian and International writings. The festival though gained international media attention in 2012 only due to a number of events related to Salman Rushdie and the Satanic Verses controversy. Rushdie, one of the registered attendee at the fest, cancelled his complete tour of India citing possible threats. Not only he, but several other authors caught under various controversies were advised