602:Event Management

Questions	Option A	Option B	Option C	Option D
The event is exposed to the population of the target audience called the _____.	reach for the event	communication for the event	event marketing	event management
_____ are the activities required for marketing and managing events and require certain steps to be followed.	Operational Tasks	Live Interaction	5 C's of the event	Types of Events
_____ is the application of project management to the creation and development of festivals ,events and conferences.	Marketing Management	Event Marketing	Event Designing	Event Management
The process of interaction between various C's of events from conceptualisation to carrying-out of the event is called as _____	Event Marketing	Event Designing	Branding in Events	Fabrics of Event Management
The live interaction process in events facilitates communication between the clients and the _____.	audience	staff	manager	researcher
Clients are the people or organisation who acts as a sponsors of any events	TRUE	FALSE		
_____ determine the participants for the event.	What	Who	When	Where
_____ determine the date for the event.	What	Who	When	Where
_____ determine what type of location is most suitable for your event purpose.	Who	What	When	Where
_____ defines the objectives,reasons or purpose for having the event.	When	Why	What	Who
The Communication channel through which message moves from sender to receiver is called _____.	Media	Promotion	technology	Scheduling
Which advertising is the oldest method of reaching the consumer or the prospect?	Indirect advertising	Direct advertising	Interactive advertising	Competitive advertising
_____ is an exercise of information, persuasion and influence.	Image Building	Keeping Knowledge	Target Audience	Sales Promotion
The different functions of event management as per Management Theory includes planning, organising, staffing, leading and _____	Investigating	Growth	Controlling	Scheduling

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Who is responsible for all event coordination and ensures that business operations are done in efficient and effective manner?	Event Planner	Security manager	Logistics manager	Event Coordinator
Family Get-togethers and Weddings are Competitive Events.	TRUE	FALSE		
Creating a forum for career match-making is an event management activity for _____	Relationship building		Brand Building	None of the above
Interacting with customers/people everyday is an example of _____.	Relationship building		Brand Building	Motivating Sales Team
During the Maturity Phase of product life cycle,events provide a platform for maintaing customer base through focussed approach.	TRUE	FALSE		
Events help in carrying out marketing activities by _____	Enabling Sales Promotions		Generate Instant Publicity	All of the above