

## SYBMS SEMESTER IV EVENT MARKETING

QP CODE 38005

### Q1.a. Fill in the blanks :

1. Conceptualisation
2. Costing
3. Communication tool
4. Competitor analysis
5. Core
6. Labour
7. ROI
8. Pollution
9. Organisational
10. Sustainable

### Q1. B State whether true or false:

- Virtual events can offer a number of ways for participants to connect and communicate. True
- Family reunions have become a huge event in the industry. True
- Green event does not take note of social and economic factors. False
- Events are not customized in nature. False
- Canvassing is one of the C's of event. True
- Reach means exposing the events to the right number of the audience. True
- Team work is an integral part of planning an event. true
- Branding is not essential in an Event. false
- Creativity is an essence of Event. true
- Target audience is the customer group who form the focus of event. true

**For any query of Q2 to Q5 can be asked on mentioned contact numbers.**

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