

SUBJECT CODE: 19PR/PE/EM15

M. A. DEGREE EXAMINATION, NOVEMBER 2022
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : ELECTIVE
PAPER : EVENT MANAGEMENT
TIME : 90 MINUTES

MAX. MARKS: 50

SECTION – A

ANSWER ALL QUESTIONS

(3 X 2 = 6)

1. Outline two needs for event marketing?
2. State any two roles of PR in managing special events
3. What are the three key components of event triangle in marketing?

SECTION – B

ANSWER ANY THREE QUESTIONS

(3 X 8 = 24)

4. What is event marketing? List the needs and kinds of event marketing.
5. What are the various PR skills involved in organizing special events? Please provide elaborate answers with relevant examples
6. Write a brief about an interesting event management case study from the government sector and state the role of PR in terms of media and communication
7. Furnish a detailed approach for event process - planning, budgeting, marketing and organizing with relevant examples
8. State the role of social media and promotions in event management

SECTION – C

ANSWER ANY ONE QUESTION

(1 x 20 = 20)

9. You are the marketer for an international fashion brand that is launching a new sustainable clothing line. Plan and budget an event to reach young, urban consumers and write a brief about how you will integrate PR. Also elaborate on the models that you will be adopting to plan the event process.
10. We are in the midst of a pandemic and an OEM car manufacturer is about to launch an e-vehicle. Plan and budget an event that is relevant to this scenario and state how you will integrate digital PR and social media promotions to reach consumers.
