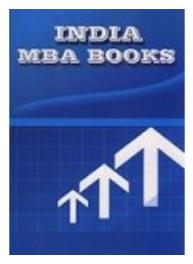
# **BBA-106 RETAIL MANAGEMENT**



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Short Description
JAIPUR NATIONAL UNIVERSITY BBA-106 RETAIL MANAGEMENT

**Description** 

## BBA-106 RETAIL MANAGEMENT SOLVED PAPERS AND GUESS

**Product Details: BBA-106 RETAIL MANAGEMENT** 

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

**Publisher: MEHTA SOLUTIONS** 

**Edition Description: 2021-22** 

**RATING OF BOOK: EXCELLENT** 

#### ABOUT THE BOOK

## FROM THE PUBLISHER

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#### RETAIL MANAGEMENT

Objective: To make students capable enough to understand the management and operational

aspects pertaining to event management.

Module I: Event Management: Concept, Importance and Advantages, Type of events-

Cultural, festivals, religious, business etc, Qualities of Event managers.

Module II: Conceptualizing the event: Introduction, Stakeholders in events, the host organization, The host community, Sponsors.

Module III: Perspectives on events: Introduction, The government perspective, The corporate

perspective, The community perspective.

Module IV : Sponsorship : Concept benefits and approaching sponsors, event management services.

Module V: Event Planning: Concept and Design-purpose of an event, Analysis of need ofaudience,

Module VI: Process of event planning. Event Planning Tips: - 5 W's of event planning & and

1 H, Venue selection and Contracting Event Venue.

Module VII: Event Analysis: Market Research, Market Analysis, Competitors Analysis in

Event Planning. SWOT Analysis in Event Planning. Project planning and development Module VIII: Event Marketing: Introduction, Steps involved in creating a promotional campaign.

Module XI: Event promotion: advertising and public relation, formulation of event marketing

budget and budget plan. Identifying funding resources,

Module X : Incentives to attract the sponsors : Tactics and methods of successful event marketing. Evaluation of marketing efforts.

Module XI: Meeting and Exhibitions : Introduction, Trade shows and exhibitions, principal

purpose, types of shows, benefits,

Module XII: Major participants: organization and membership, evaluation of attendees. Convention/ exhibition facilities; Benefits of conventions facilities.

Module XIII: Event impacts and legacies: Introduction, Balancing the impacts of events, Economic impacts and the role of government, Economic impact studies, Community perceptions of event impacts, Cost-benefit analysis, Monitoring long-term impacts.

Module XIV: Sustainable development and events: Introduction, Forces influencing the 'greening' of events, The Events industry approach to sustainable events.

Module XV: Financial management and events: Introduction, Forecasting Finance and ROI,

The Budget, Control and financial ratios, Costing and estimating Financial reporting.

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