

# Event Management



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## Short Description

**Event Management Skills Rohtak UNIVERSITY**

## Description

**Event**

**Management SOLVED PAPERS AND GUESS**

**Product Details: Rohtak UNIVERSITY Event Management**

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**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**

If you find yourself getting fed up and frustrated with other **Rohtak UNIVERSITY** book solutions now mehta solutions brings top solutions for **Rohtak UNIVERSITY Event Management** REPORT book contains previous year solved papers plus faculty important questions and answers specially for **Rohtak UNIVERSITY** .questions and answers are specially design specially for **Rohtak UNIVERSITY** students .

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**Event Management**

## **UNIT-I**

**Events – Nature, definition and scope, C’s of events, designing, interaction and importance; Event marketing tools – various needs addressed by events, focusing and implementing events, advantages and disadvantages of events**

## **UNIT-II**

**Elements of Events – Event, infrastructure, target audience, organizers, venue, media activities to be carried**

**out; concept of market in events, segmentation and targeting of the market events**

### **UNIT-III**

**Positioning in events and the concept of event property; events as a product, methods of pricing events, events and promotion, various functions of management in events**

### **UNIT-IV**

**Strategic alternatives arising from environment, competition and defined objectives; pricing objectives; evaluation of event performance – measuring performance and correcting deviations**