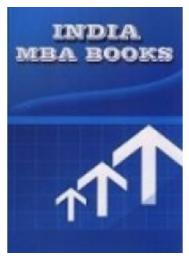
EVENT MANAGEMENT



Short Description EVENT MANAGEMENT

Brand: Mehta Solutions **Product Code:** 1330302214

Weight: 0.00kg

Price: Rs600

Description

EVENT MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: UTKAL UNIVERSITY EVENT 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

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

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

EVENT MANAGEMENT

UNIT-I Meaning & Scope of Marketing, Modern Concepts of Marketing, Difference Between Marketing of Products and Services, An Overview of Indian Markets, Marketing strategy, Target marketing, Positioning, 8 p's of Marketing, Market Research

& it's Procedure, Demand Forecasting, Promotion Mix-Advertising, Advertising Sales Promotion & Publicity, Pricing Policy, Distribution System in Travel & Tourism

UNIT-II Managing the sales force, Selecting sales strategy, Salesmanship, Motivating Professional Sales Force, Marketing evaluation & Control, Intimating to the concept Travel & Insurance Agency & Embassy

UNIT-III Event Management: Importance of Event Management., Introduction to Meeting, Meeting incentives, conventions & exhibition,

UNIT-IV Definition of Conference & Components of Conference, Corporate Meetings, Festivals & Cultural Events: Organising, planning & Managing of Different types of Festivals like New Years Day, Christmas Celebration, Holi, Diwali etc., knowledge of different marriage events & it's celebrations.

UNIT-V Trade shows & Exhibitions, principal Purpose, Types of shows, Benefits, Participants, Organisation & Membership, Evaluation of Attendees, Residential Conference Arrangement and making their check list and other requirements, Cruisers event management.