



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examinations (April/May 2019)

School: SCHOOL OF FILM AND MEDIA    Program: BBA-Media & Communication

Course: Studio Project: Experiential Communication    Course Code: **MAC**

Semester: FOUR    Max Marks: 100    Duration (mins): 60

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Note: 1. Figures to the right indicates full marks.

Based on your mega assignment, answer the following:

- Q 1. Explain the importance of experiential communication in **today's business?** (20)
- Q 2. **What are the five C's of event planning? Explain with the help of your project?** (20)
- Q 3. What are the different marketing techniques to promote an event? (20)
- Q 4. What are the different set of pre-event activities for organizing a rock concert? (20)
- Q 5. What is MICE? How is it different from organizing your fashion show? (20)

Experiential communication  
BBA in Media & Communication  
Final End Term Jury Examination

Mega Project: Final Jury Examination

Learning outcome: To learn how to create a comprehensive event plan and its steps in event planning & execution

Nature of assignment: Soft Copy, Hard Copy & Final Presentation

Date of assignment: April 4, 2019

Assignment deadline: April 22, 2019 (Monday) before noon. (both hard & soft copy)

Marks: 100 marks (both report & jury)

Presentation Date: The day of examination

Instructions:

The assignment is an individual assignment.

It should be done in MS Word & PPT format.

The event plan must incorporate the following points:

Aniket Sinha	Fashion Show for a cosmetic brand
Aman Ansari	Seminar for Doctors
Bhawna Chowdhury	Wedding of a CEO
Rucha Dokhe	Marathon for Fitness Freaks
Maria Farhulla	War of the DJ's for teenagers
Mahek Gurnani	Conference for finance professionals
Palak Honrao	Music Concert
Aleem Abdul Khan	Sporting Tournament (Any two sports besides Cricket)
Prem Shewkani	Rock Concert
Muskan Langoo	Exhibition for Homemakers
Aishwarya Mishra	Trade Fair
Anushruti Shukla	Team Outing for Employees
Sharmishtha Pillay	Artist Performance for Senior Citizens

Sushmita Pillay	Awards Ceremony
Priyanka Purswani	Election Rally
Raj Pratyush	Bollywood Artist Performance
Sanjukta Sarma	Birthday Party of a millionaire
Suraj Pandey	Art Exhibition

Based on the learnings & readings from the Course, you are expected to create a comprehensive plan.

Event Plan.

It should incorporate the following:

Title Page

Index

Introduction

Corporate profile

Event Plan Template

You have to conceptualize an event

- ✓ Event Idea & Concept & Name
- ✓ Event goals & objectives
- ✓ SWOT Analysis
- ✓ PEST Analysis
- ✓ Target Audience
- ✓ Pre Event Activities
  - Event Budget
  - Revenue Models
  - Sponsorship
  - Type of sponsorship
  - sponsorship proposal
  - sponsorship letter
- ✓ Event Schedule & Event Day Activities
- ✓ Post Event Activities
- ✓ Detailing of all event activities (pre during & post)
- ✓ Event Marketing Plan

- ✓ Event Media Plan
- ✓ Event Communication Plan
- ✓ Event Evaluation Plan

- 4) Marks will be given for critical thinking, logical reasoning, creativity and final presentation.
- 5) You must submit your assignment by email latest by April 22, (2019) before noon both by soft & hard copy. The hard copy must be submitted in a plastic holder for assignment by hand. No late comers will be entertained.
- 6) Your MS Word Doc should have your Name and name of your assignment. Marks will be given for neatness.
- 7) Please note that there will be no reminders to be emailed for this assignment.
- 8) You will be given a zero for plagiarism as well as for cut-copy paste of the assignments.
- 9) For any queries, you can email me the same on [manju.rughwani@adypu.edu.in](mailto:manju.rughwani@adypu.edu.in)