SN,CRSCODE,QUESTION,OPTION A,OPTION B,OPTION C,OPTION D,ANS,TMANO
1,MKT309,_____ is any occurrences to communicate particular messages to target audience,Occassions,Incidents,Events,Experiences,C,TMA3
2,MKT309,"_____ is tailor made specifically for successful event to be achieved, by engaging the target audience and satisfying the client requirement",Conceptualising,Customising,Canvassing,Carrying out,B,TMA3
3,MKT309,"In event management, they are the attributes of the project / organisation which are harmful in achieving the project objectives _____",Threats,Opportunities,Weaknesses,Strengths,C,TMA3
4,MKT309,_____is the periodical controlling of various activities of work flow model for the conduct of events ,Supervision,Regulation,Directing,Monitoring,D,TMA3
5,MKT309,"When a company strive to promote their company in every activity they do, this is reffered to as principles of _____",Giveaways,Media contacts,Engaging the Audience,Target audience,A,TMA3
6,MKT309,What is the full meaning of LDA?,License Distributors Association,Legal Drinking Age,Legal Dependent Adult,Legally Define Artistes,B,TMA3
7,MKT309,The following are event professionals in an event management company except_____ ,Event planner,Infrastructure Manager,Information manager,Social worker,D,TMA3
8,MKT309,Advertorials helps in having a control over message but should _____,be used once in a month,not be used often,not replace advertisement,be used regularly,B,TMA3
9,MKT309,Poster or calendar are used to achieve a _____ objective.,public relations,promotion ,publicity,presentation,A,TMA3
10,MKT309,"Tasks such as capturing, compressing, copying, moving, or deleting media files are known as_____",Media Selection,Media Strategy,Media Management,Media Planning,C,TMA3
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