

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF ARTS JOURNALISM AND
MASS COMMUNICATION (BAJMC)
EXAMINATION: JANUARY - 2022
THIRD SEMESTER

Sub: Modern Media Management and Event Management (BAJMC 18– 3002)

Date: 17/01/2022

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

- Q. 1 Descriptive Answer (Any Two) (20)**
1. Explain all the functions of the management with example.
 2. What is modern media? Explain the scope of modern media.
 3. Explain the basic principles of event management.
- Q. 2 Write short notes. (Any Two) (10)**
1. Planning
 2. Staffing
 3. Corporate events
- Q. 3 Open Ended Question (Any One) (10)**
1. If you will be recruited as event manager of a company and your company will ask you organize a boot camp what all you will do to make it successful.
 2. Explain the changes in broadcast media with time.
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