

TILAK MAHARASHTRA VIDYAPEETH, PUNE

BSC. in Professional Audio Technology

B.A. in Journalism & Mass Communication

B.A. in Sound and Music Technology

B.A. in Film Making

B.A. in Photography

B.A. in Broadcast Journalism

EXAMINATION: JANUARY- 2022

THIRD SEMESTER

**Sub: Modern Media Management & Event Management (BSCA-20/ BAJMC/ BASA/
BAFM/ BAPH/ BABJ -19-3001)**

Date : 17/01/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

Q. 1 Descriptive Answer (Any Two) (20)

1. What is management? Explain its functions.
2. What was the Supreme Court ruling about government monopoly of airwaves?
3. Explain different types of ownership pattern of media in India.

Q. 2 Write short notes. (Any Two) (10)

1. Event planning
2. Roles of PR
3. Event marketing

Q. 3 Open Ended Question (10)

1. Explain the entire process of organizing an event with an example.
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