

TILAK MAHARASHTRA VIDYAPEETH, PUNE

BSc. 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- 2023

THIRD SEMESTER

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

Date : 02/01/2023

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 modern media? Explain the scope of Modern Media Management.
2. Explain the benefits of event marketing.
3. Explain Principles of Management in detail.
- Q. 2 Write short notes. (Any Two) (10)**
1. Principles of Event Management
2. Steps involved in event planning
3. Directing as a management function
- Q. 3 Open Ended Question (10)**
Explain risk associated with events. Discuss with examples.
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