

TILAK MAHARASHTRA VIDYAPEETH, PUNE

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: DECEMBER- 2022

THIRD SEMESTER

Sub: Modern Media Management & Event Management

(BAJMC/BASA/BAPH/BABJ/BAFM -19-3001)

Date : 21/12/2022

Total Marks : 40

Time: 2.00 pm to 4.00 noon

Instruction:

All questions are compulsory.

- Q. 1 Descriptive Answer (Any Two) (20)**
1. Explain the departmentalization in media organization.
 2. Write in detail the media ownership scenario in India.
 3. What are functions of management? Explain the importance of management with the help of examples.
- Q. 2 Write short notes. (Any Two) (10)**
1. Event Production
 2. Social Event
 3. New Media and Convergence
- Q. 3 Open Ended Question (10)**
- Elaborate your plan for any event of your choice.
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