

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF ARTS (B.A.) – DIGITAL ARTS (ANIMATION)
EXAMINATION: JANUARY - 2022
FIFTH SEMESTER

Sub.: Media & Event Management (Theory) (BADA-19-504)

Date: 18/01/2022

Total Marks: 40

Time: 10.00 am to 12.00 pm

Instructions: All questions are compulsory.

Q. 1. Multiple choice questions (20)

1. Media management contains the function of _____ management
a) communication b) event c) production d) principle
2. Media management has the ability to facilitate resources in a cost-effective manner
a) true b) sometimes true c) sometimes false d) false
3. _____ is a type of mass communication.
a) Online classes b) Mobiles c) Internet d) Social Media
4. Following is not a principle of management -
a) Decision Making b) Forecasting c) Planning d) Marketing
5. Management process follows the 5 Ms which include
a) Men b) Machines c) Money d) All of these
6. In a print media house _____ is at the topmost senior position
a) Chief Sub Editor b) Associate Editor c) Editor d) Chief Reporter
7. _____ is responsible for managing the entire staff at the television shoot location.
a) Assistant director b) Producer c) Cinematographer d) Production Manager
8. VIP meetings come under _____ events.
a) Political b) Cultural c) Social d) Recreational
9. Supplier Management process means talking to _____
a) Employees b) Vendors c) Retailers d) Clients
10. _____ matters while considering budget planning for any event
a) Employee ideas b) Staff recruitment c) Company size d) Relationship with the client

Q. 2. Write short notes on. (any two) (20)

1. Electronic Media Management
2. Rise of New Media
3. Budget Planning in Event Management