

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM AND MASS COMMUNICATION
B.A. IN MUSIC PRODUCTION
B.A. IN PHOTOGRAPHY
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER
Sub: Media Management (BJMC 22-3006/ BAMP 22-3005/ BAPH 22-3005)

Date: 19/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

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

- 1) Define event management. What are the need and objective of an event?
- 2) What is modern media? Explain the scope of modern media management.
- 3) Explain the functions of management in detail.

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

- 1) Public broadcast
- 2) Wings of Radio
- 3) Crisis Communication

Q. 3. Open Ended Question (10)

Critically analyze the impact of digitalization on traditional media outlets. Include considerations for revenue models, content distribution, and audience engagement