

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. JOURNALISM & MASS COMMUNICATION
B.A. SOUND AND MUSIC TECHNOLOGY
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER
Sub: Modern Media Management & Event Management (BASA 19-3001)

Date: 20/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

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

- 1) What is management?
- 2) Explain Henry Fayol principle of management?
- 3) Explain the functions of management

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

- 1) Branding
- 2) Event Management
- 3) Corporate Event

Q. 3. Open Ended Question (10)

Discuss a plan of an event with detail including the finance and type of the event.
