

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION,**  
**ADVERTISING AND PR, PHOTOGRAPHY**  
**EXAMINATION: DECEMBER - 2023**  
**THIRD SEMESTER**

**Sub: Event Management (MAMC 22-307/ MADPR 22-306/ MAPH 22-306)**

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**Date: 20/12/2023**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Answer the following. (Any One) (15)**

A) Define event management? Explain objectives and reason of an event.

**OR**

B) Explain all the steps involved in an event with suitable example.

**Q. 2. Write short notes. (Any Three) (15)**

- 1) Crisis Management
- 2) Functions of management
- 3) Structure of event management team
- 4) Types of crisis.

**Q. 3. Open Ended Question (10)**

If you are an event manager of a brand which is going to launch its product. Explain how you will execute the event.

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