

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
B.A. IN MUSIC PRODUCTION
B.A. IN PHOTOGRAPHY
EXAMINATION: MAY - 2024
FOURTH SEMESTER
Sub: Event Management (BAJMC 22-4002/ BAPH 22-4002)

Date: 9/05/2024

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

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

- 1) Explain Henri Fayol's 14 Principles of Management.
- 2) What is SWOT analysis in event management? Explain with examples.
- 3) Describe various types of events.

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

- 1) 5C's of Event Designing
- 2) Types of crisis
- 3) Characteristics of events

Q. 3. Open Ended Question (10)

“In recent years, social media has transformed the landscape of event management”.
Discuss.
