

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION,**  
**ADVERTISING AND PR, PHOTOGRAPHY**  
**EXAMINATION: MAY - 2024**

**THIRD SEMESTER**

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

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**Date: 10/05/2024**

**Total Marks : 40**

**Time: 2.00 pm to 4.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

A) What is management? Explain functions of management with example.

**OR**

B) Explain all phases of event management with a suitable example.

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

- 1) Objective of the event
- 2) Crisis Management and its type.
- 3) Write any 5 principle of Henry Fayol
- 4) Staffing

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

If you are an event manager of a car company. Your new product is launching in the market how you will plan for the launch event Explain.

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