

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
EXAMINATION: DECEMBER - 2025
THIRD SEMESTER
Sub: Media & Event Management (BAJMC 23-303)

Date: 18/12/2025

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

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

- 1) What are the principles of management?
- 2) Explain the concept of modern media management in simple terms.
- 3) List different types of events with examples.

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

- 1) New Media Industry
- 2) Event execution
- 3) Media ownership

Q. 3. Open Ended Question (10)

Give an example of a successful corporate event and explain its execution.
