

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2025
THIRD SEMESTER
Sub: Event Management (MAMC/ MADPR 22-306)

Date: 23/12/2025

Total Marks : 40

Time: 2.00 pm to 4.00 pm

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.
