

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

Date: 18/12/2024**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 the key stages of event planning and execution. Discuss the importance of risk management and contingency planning in organizing successful events.
- 2) Analyze the role of marketing and sponsorship in event management. How do these elements contribute to the financial and operational success of an event?
- 3) Discuss the different types of events (corporate, social, cultural, and personal) and the unique challenges associated with managing each type. Provide examples to illustrate how event managers can address these challenges effectively.

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

- 1) Explain the concept of event branding and its significance.
- 2) Highlight the key aspects of post-event evaluation.
- 3) Describe the role of technology in modern event management.

Q. 3. Open Ended Question (10)

Imagine you are tasked with organizing a large charity fundraiser in your city. What steps would you take to ensure the event's success? Describe your approach to planning, promotion, and execution, focusing on creativity and problem-solving.
