

Question Paper Set of

F.Y.B.M.M. – Sem-I

Regular Exam

University of Mumbai

October, 2019

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
SEMESTER END EXAMINATION, OCTOBER, 2019	
DEPARTMENT : BMM	SEMESTER : I
CLASS: FYBAMMC	SUBJECT: VISUAL COMMUNICATION
Time: 2:30 Hrs	Marks: 75
Instructions:	

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each

Q 1. Explain the following concepts: (Any 5)

(15 Marks)

1. Logogram
2. Documentaries
3. 3D animation
4. Explain cool colour
5. Clay animation
6. Sensual theory
7. Proximity

Q 2. Answer any two of the following:

(15 Marks)

1. Write the history and development of visual communication
2. Explain complementary colour scheme
3. Explain sign, symbol and visual codes.
4. What is the importance of animation and visual effects?

Q 3. Answer any two of the following:

(15 Marks)

1. Define visual communication. What is the importance of visual communication?
2. Explain primary colour theory in detail.
3. Explain cognitive theory in detail.
4. What is script writing? Explain its types?

Q 4. Answer any two of the following:

(15 Marks)

1. Explain the importance of social media in terms of visual expression.
2. Explain the importance of ethics in the age of social media.
3. Explain tertiary colour theory in detail.
4. Importance of painting and photography in the evolution of visual communication

Q5. Short Notes: (Any 3)

(15 Marks)

1. Ecological theory
2. Constructivism theory
3. Warm colour
4. Cool colour
5. Conception of visual language

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
SEMESTER END EXAMINATION, OCTOBER, 2019	
DEPARTMENT : BMM	SEMESTER : I
CLASS FYBAMMC	SUBJECT: CURRENT AFFAIRS
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

Q-1 Explain Concept (Any five-3 Marks each) (15)

- a) Jammu and Kashmir Quota Bill 2019
- b) Make in India
- c) CISF
- d) Floods in Maharashtra
- e) Babri Mosque demolition
- f) Make in India
- g) NSG
- h) Schedule Tribes

Q-2 Attempt Any two (7 and Half each) (15)

- a) Highlight Political career of Shri Raj thakrey.
- b) Write a note on departments of ministry of Home affairs.
- c) Explain United Nations System and explain its Functions effectively for various issues on global front.
- d) Explain the significance of virtual reality in many applications.

Q-3 Attempt Any two (7 and Half each) (15)

- a) Explain various central police agencies.
- b) Write a note on Digital India.
- c) Explain the Use of artificial intelligence in Media.
- d) What are tools used as content Automation?

Q-4 Attempt Any one (15)

- a) "Does revocation of triple talaq gives equality to muslim women"-Explain.
- b) Give your opinion on Revocation of Article 370 from Jammu & Kashmir.

Q-5 Short Notes (Any 3) (15)

- a) Droughts in Maharashtra
- b) Chandrayan-2
- c) Godhra Riots
- d) Pradhan Mantri Awas Yojana
- e) Border Security Force

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
SEMESTER END EXAMINATION, OCTOBER, 2019	
DEPARTMENT : BMM	SEMESTER : I
CLASS: FYBAMMC	SUBJECT: HISTORY OF MEDIA
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each

Q1 --- Explain the concepts: (Any 5)

15

- a) Radio
- b) The Indian Television Industry
- c) The Oriental Magazine of Calcutta
- d) Community Radio
- e) Satellite Television
- f) Regional press
- g) Kannada Journalism
- h) Malyalam Journalism

Q2---- Answer any two (7 and half marks each)

15

- A) Censorship of Press Act, 1878
- B) Gujrati Journalism

OR

- C) Urdu Journalism
- D) History of Radio

Q3—Answer any two (7 and half marks each)

15

- A) What was the contribution of Dr.Bhimrao Ramji Ambedkar in journalism?
- B) What was the contribution of K.P. Kesava Menon in journalism?

OR

- C) What was the contribution of Gandhiji in journalism?
- D) What was the contribution of Bal Gangadhar Tilak in journalism?

Q4 Explain the detail the role of media in India's Freedom Struggle

15

Or

Q4 Explain Television as a medium of communication

15

Q5- Short notes (Any 3 for 5 marks each)

15

- a) Radio club of Bombay
- b) All India Radio
- c) Origin of Short films
- d) Origin of Hindi cinema
- e) Evolution of Film Making

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
ATKT EXAMINATION, OCTOBER , 2019	
DEPARTMENT : BMM	SEMESTER : I
CLASS: FYBMM	SUBJECT: Fundamentals of Mass Communication
Time: 2:30 Hrs	Marks: 75

Note: 1. All questions are compulsory.

2. Marks are indicated to right of each question.

Q.1 Explain the following concepts in brief (ANY 5) :-

(15)

- Advertising
- Information superhighway
- Hub Model
- Broadcast Media
- Digital Media
- Socio-cultural barrier
- Functions of Mass Communication
- Impact of Mass Media on Culture

Q.2 a) Describe the barriers in communication with suitable examples.
b) List the advantages of social media with examples.

(7)

(8)

OR

c) Explain the various forms of mass communication? Explain with examples.

(15)

Q.3 a) Explain the significance of Gate keeping model of communication.

(7)

b) Who according to you is a good political communicator? Explain by giving instances in which she/he connected with the masses.

(8)

OR

c) Differentiate between group communication and public communication.

(8)

d) Describe the impact of Mass Media on Youth and Development.

(7)

Q.4 a) Discuss the difference between magazines and newspapers.

(7)

b) Explain the importance of the Internet as an interactive medium.

(8)

OR

c) What do you understand by Media Convergence? Explain the impact of New Media Convergence.

(15)

Q.5 Write short notes (ANY 3):

(15)

- Types of newspaper
- Undesirable effects of mass media on children
- Intra and Interpersonal communication
- Folk Media
- Laswell's formula of communication

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERECE AND ECONOMICS	
SEMESTER END EXAMINATION, OCTOBER , 2019	
DEPARTMENT : BMM	SEMESTER : I
CLASS FYBAMMC	SUBJECT: FOUNDATION COURSE -I
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

Q.1 Explain the following concepts. (Any five)

15 Marks

- a) Inequality in India
- b) Indian Languages
- c) Peace and Harmony
- d) Regionalism in India
- e) Meaning of Socialist
- f) Cultural Heritage
- g) Urbanization
- h) Jainism

Q.2.A) Explain the various classification of India languages in detail.

15 Marks

B) Explain the characteristics of people living in rural areas.

OR

C) Bring out the significance of women in Politics.

D) Discuss various types of violence against women in India.

Q.3.A)What are the various causes and treatments of Hearing impairment.

15 marks

B) What is Regionalism? What are the causes for growth of Regionalism?

OR

C) Explain the inequalities occurred due to the caste system in India.

D) Explain Fundamental Duties and explain the disadvantages of fundamental duties.

Q.4.A) Explain the salient features of the Indian constitution.

15 Marks

OR

B) Explain the various Socio Economic problems faced by women in India

Q.5 Write short notes on (Any three)

15 Marks

- a) Portrayal of Women in Mass media
- b) Gender Inequality
- c) Hinduism
- d) Female Foeticide
- e) Class system

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

SEMESTER END EXAMINATION, OCTOBER, 2019

DEPARTMENT: BMM	SEMESTER: I
CLASS: FYBAMMC	SUBJECT: Effective Communication – I
TIME: 2:30	MARKS: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each

Q.1. Translate the following passage in Hindi or Marathi:

(15)

The advent of science is a great blessing to mankind. Science has relieved us of our "age long" ignorance, suffering and darkness. It serves us in all walks of life like a faithful servant. It has proved itself to be quite an obedient servant at home, in the field and in the factory. Science has magic power. It has transformed our daily life. Science has made the luxurious items cheap and has brought them within the reach of everybody. Science produces goods at cheaper rates on large scale. Human Happiness: Every form of entertainment has been brought to our door. A radio or a television set removes boredom from our lives. They have enlightened our lives and made our burdens light. Even a cobbler keeps a radio with him. He listens to the radio programmers while mending the shoes. Diseases Controlled: Science has shown every care and concern for our health. It has cured us of many chronic and incurable diseases. It has cured epidemics like cholera, plague and small pox. Science has made traveling a pleasure. It has conquered time and distance. Man of today travels through deserts and forests with safety and speed. The aero planes have completed the work of years in months. Science has lightened the toil of the housewife by placing many devices at her disposal. Cooking, washing and cleaning are done in the twinkling of an eye. Electricity: Electricity serves the housewife like a housemaid. It has provided her enough leisure to rest or to give better attention to her children. Science has taken upon itself even the mental jobs. It does all the back breaking and dangerous jobs for him. Science has shared a great contribution. Books are printed in large numbers at cheap rates. The newspapers add a great deal to our knowledge and give us exact information. Electricity has made the daily life of the common man. It is quite difference from what it used to be. It has eased agricultural and industrial activities. Conclusion: But every silver cloud has a dark lining in it. Science too is no exception to it. Science has caused great havoc. It has made us idle & ease loving. The gun powder and destructive weapons of war can prove fatal to the well being of the world. It has rendered our jobs light but has made our hearts heavy. Lovers of peace denounce Science. It has ushered in an era of disturbance, lawlessness, instability, insecurity and barbarism, It has raised out standard of living on the foundation of uncertainty. So it is rightly said that Science is a good servant but bad master.

Q.2. Answer any two of the following: (15)

- a) What is communication? Explain the process of communication with diagram.
- b) Explain the difference between Technical and General Communication.
- c) Enumerate and explain poor listening habits.
- d) How can one become an effective public speaker?

Q.3. Answer any two of the following: (15)

- a) Discuss the errors in thinking.
- b) What are the qualities of a good translator?
- c) How would you deliver a Presentation?
- d) What is thinking? Explain the different thinking fallacies enumerated by Dr. De Bono?

Q.4. Explain the barriers to communication in your words with relevant examples? (15)

OR

Q.4. Honing the skills of skimming and scanning are compulsory for becoming an efficient reader. How far do you agree with this statement? (15)

Q.5. Write Short Notes on any **three**: (15)

- a) Anchoring
- b) Extensive Reading
- c) Mass Communication
- d) Gestures
- e) Role of computers in communication