

Question Paper Set of

F.Y.B.M.M. – Sem-I

Regular Exam

University of Mumbai

November, 2022



Prahladrai Dalmia Lions College of Commerce & Economics
Sunder Nagar, Malad (West), Mumbai, 400 064
ISO 9001: 2015 Certified

30/11/22

Program: BAMMC	SEMESTER: I
Class: FYBAMMC	Course/Subject: FUNDAMENTALS OF MASS COMMUNICATION (Set3)
Marks: 75	Time: 2.30 Hours

Note:

- All questions are compulsory.
- Figures to the right indicate full marks
- Draw suitable diagrams wherever necessary to support your answers

15 marks

Q. 1. Explain the concepts – (Any 5)

- Decoding
- Infotainment media
- Cultural barrier
- YouTube
- Street play
- Mall advertising
- Transit advertising

7 marks

Q. 2. A. Explain the need of mass communication in detail with relevant examples.

8 marks

B. What is the difference between group communication and mass communication?

OR

C. Explain Gerbner's General model in detail.

7 marks

D. Explain about advertising and mass media advertising.

8 marks

Q.3.A. Explain the development of the communication process and its varied medium.

7 marks

B. What are the different roles of mass media?

8 marks

OR

C. State the characteristics of radio in detail with examples.

7 marks

D. Describe the impact of mass media on Children.

8 marks

Q.4. A. Write a brief note on the impact of social media on mass communication with examples.

7 marks

B. Explain about your favorite mass communicator in detail.

8 marks

OR

C. Describe the impact of mass media on Education.

7 marks

D. Write in brief about information superhighway.

8 marks

Q.5. Short notes (Any 3)

- Media and role of culture
- Newspaper as a tool of mass communication
- Impact of internet on children
- Dr. Babasaheb Ambedkar- political reformer
- Inter and Intrapersonal communication

15 marks



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29/11/22

Program: BAMMC	SEMESTER: I
Class: FYBAMMC	Course/Subject: FOUNDATION COURSE – I (Set3)
Marks: 75	Time: 2.30 Hours

Note:

- All questions are compulsory.
- Figures to the right indicate full marks
- Draw suitable diagrams wherever necessary to support your answers

Q.1 Explain the following concepts. (Any 5) 15 Marks

- Child labour
- Fundamental rights
- Right against exploitation
- Right to Freedom of Religion
- Role of women in politics
- Right to vote
- Fundamental duties

Q.2.A) Explain about social problems in India. 7 Marks

B) Describe about child abuse and neglect. 8 Marks

OR

C) Describe negative effects of religious conflict? 7 Marks

D) Explain about problems faced by disabled people. 8 Marks

Q.3.A) Explain about the diversity of India. 7 Marks

B) Explain about regionalism. 8 Marks

OR

C) Explain about inter group conflict. 7 Marks

D) Describe about types of disorders? 8 Marks

Q.4.A) Explain about social stratification. 15 marks

OR

B) Explain about Female foeticide. 15 marks

Q.5 Write short notes on (Any three) 15 Marks

- Socialist
- Domestic violence
- Women trafficking
- Indian culture
- Child marriage



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1/12/22

Program: BAMMC	SEMESTER: I
Class: FYBAMMC	Course/Subject: VISUAL COMMUNICATION
Marks: 75	Time: 2.30 Hours

Note:

- All questions are compulsory.
- Figures to the right indicate full marks
- Draw suitable diagrams wherever necessary to support your answers

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

15 Marks

1. Perceptual theory
2. Explain hue
3. Experimental film
4. 2D animation
5. Visual effects
6. Greyscale
7. Logogram

Q 2. Answer the following:

1. Explain in brief the concept of ideogram and logogram.

7 Marks

2. Explain complementary colour scheme.

8 Marks

OR

3. Distinguish between sensual and perceptual theories.

7 Marks

4. What is the importance of animation and visual effects?

8 Marks

Q 3. Answer the following:

1. Define visual communication. What is the importance of visual communication?

7 Marks

2. Explain tertiary colour theory in detail.

8 Marks

OR

3. What is Gestalt psychology?

7 Marks

4. What is script writing? Explain its types?

8 Marks

Q 4. Answer the following:

1. How vital is folk and performing arts in India?

7 Marks

5. Explain the importance of ethics in the age of social media.

8 Marks

OR

2. Explain the importance of social media in terms of visual expression.

7 Marks

6. Explain visual stereotyping in the age of social media.

8 Marks

Q5. Short Notes: (Any 3)

15 Marks

1. Cool colour
2. Conception of visual language
3. Visual effects
4. Cartoonist
5. Ecological theory



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3/12/22

Program: BAMMC	SEMESTER: I
Class: FYBAMMC	Course/Subject: CURRENT AFFAIRS (Set3)
Marks: 75	Time: 2.30 Hours

Note:

- All questions are compulsory.
- Figures to the right indicate full marks
- Draw suitable diagrams wherever necessary to support your answers.

Q1. A	Explain the issue covered by media on Aarey Metro car shed protest.	15 marks
	OR	
Q1. B	Explain the issue of symbol change of Shiv Sena party.	
Q2. A	Explain any two news of Business importance.	8 marks
Q2. B	Explain the significance of Ministry of Home affairs in the functioning of Government of India.	7 marks
	OR	
Q2. C	How does section 370 have an impact on Jammu and Kashmir constituency?	8 marks
Q2. D	Explain the areas of issues under POK	7 marks
Q3. A	Explain the significance of use of Virtual reality in many application fields.	8 marks
Q3. B	How has Digital gaming industry exponentially growing in world and in India.	7 marks
	OR	
Q3. C	Explain the use of Artificial Intelligence in Media	8 marks
Q3. D	Explain the use of Data Science in Media.	7 marks
Q4. A	Explain the following projects and schemes introduced by government of India: a. Digital India b. Make in India c. UDAAN	15 marks
	OR	
Q4. B	Explain the following projects and schemes introduced by government of India:	15 marks

	<ul style="list-style-type: none"> a. One nation one ration card b. National digital blueprint c. Zero hunger programme 	
Q5.	<p>Write Short notes on (Any 3 out of 5):</p> <ul style="list-style-type: none"> a. National security guards b. Mission COVID Suraksha c. The startup India Seed Fund Scheme d. National Commission for Scheduled Tribes e. Digital gaming in India 	15 marks



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Program: BAMMC	SEMESTER: I
Class: FYBAMMC	Course/Subject: HISTORY OF MEDIA (Set3)
Marks: 75	Time: 2.30 Hours

Note:

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1.) Why is Bengal called the Birthplace of Indian Journalism? 15 Marks

OR

1.) Explain in detail the Vernacular Press Act. 15 Marks

2a.) James Augustus Hickey is called the father of Indian Journalism. Explain. 7 Marks

b.) Write a note on the unique features of the Indian press. 8 Marks

OR

2c.) Write a brief note on Malayalam Press. 7 Marks

d.) Write a brief note on Hindi Press. 8 Marks

3a.) Write a note on Alfred Hitchcock. 7 Marks

b.) Write a note on Steven Spielberg. 8 Marks

OR

3c.) Write a note on the early history of Hindi Cinema. 7 Marks

d.) Write a note on the Golden Age of Hindi cinema. 8 Marks

4.) Write a note on Satyajit Ray. 15 Marks

OR

4.) Write a note on Radio as Mass Media. 15 Marks

Q 5.) Write Short Notes on any three 15 Marks

- 1.) Conditional Access System
- 2.) Quit India Movement
- 3.) Functions and Objectives of All India Radio
- 4.) K.P.Kesava Menon
- 5.) K.C.Mammen Mappillai



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28/11/22

Program: BA/MC	SEMESTER: I
Class: PRAHDMC	Course/Subject: EFFECTIVE COMMUNICATION I (Set3)
Marks: 75	Time: 2.30 Hours

Note:

- All questions are compulsory.
- Figures to the right indicate full marks
- Draw suitable diagrams wherever necessary to support your answers.

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

15 Marks

The Titanic, in its watery grave, is a great museum of human history and is at risk of being lost forever because of curious voyagers and treasure hunters, fears Bob Ballard, who first discovered the remains of the iconic ship in 1985. Famous for discovering the great ship, Ballard is a former US Navy Officer and a professor of oceanography. "Titanic is a museum of human history without door and guard. I am deeply concerned about not only the Titanic but all the ancient history that is now at risk. If we cannot save this iconic ship, then there is very little hope we can save ancient ships. The world should realize that you don't have to go down and take everything and you do not have to do a treasure hunt. This is a common heritage of all of us and if we really ENGLISH III 15 want to take steps to preserve human history in the ocean, we need to start with Titanic," Ballard said in a telephonic interview from London. Ballard, as part of a tie-up, is presenting a documentary called "Save the Titanic" on the 100th anniversary of the sinking of the great ship - April 15, 1912. The ship and her fate continue to fascinate, largely because of the horror that took place that night, with 1,522 passengers and crew losing their lives. Ballard says that despite being on the ocean floor for 100 years, the ship is full of human footprints. "The story has all the ingredients to make it timelessly fascinating. You have this revolutionary ship that's unsinkable, and carrying a cross section of people in society. And then, it goes and hits an iceberg and sinks on its maiden journey. It's an irony personified in history". "In the 90s, advanced technology gave us double diving capabilities in the Atlantic Ocean. I knew that the Titanic was sitting at almost 12,000 feet. What led me to her discovery was a simple technique that I followed. We decided to look for the debris trail instead of the ship". Ballard says the ship, if preserved well and not subjected to constant submarine journeys, will last for a long time on the Atlantic floor. "The deep sea, because of its darkness, its cold temperatures and its great pressure, creates a high state of preservation. With a little caution, we can protect the Titanic for future generations to visit." Ballard has also connected to the people of Belfast, who refused to talk about the tragedy "The ship's construction took place at Belfast.

Q.2. a) What is communication? Explain the Physical barriers to communication with examples.

8 Marks

b) Explain Kinesics and Proxemics in detail.

7 Marks

OR

a) How one can become an efficient listener.

8 Marks

b) How one can achieve fluency in reading?

7 Marks

Q.3. a) Explain the difference types of thinking.

8 Marks

b) Explain briefly the scope of translation.

7 Marks

OR

a) Explain the concept of SQ3R method of reading?

8 Marks

b) What are the challenges faced by a translator?

7 Marks

Q.4. What is the process of communication? Explain the various components of the process of communication with a diagram.

15 Marks

OR

Q.4. What is lateralization of the brain? Discuss the functions of left brain and right brain.

15 Marks

Q.5. Write Short Notes on any three:

15 Marks

a) Documentary

b) Functions of Reading

c) Advantage of Verbal Communication

d) Interview

e) Importance of Presentation