



Program: BAMMC	SEMESTER: II
Class: FYBAMMC	Course/Subject: Foundation Course - II
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. Define the following Concepts (Any Five) 15 marks

1. Strategies of coping conflicts
2. Poverty and Environment
3. Emissions
4. Natural Environment
5. Freedom of Religion
6. Effects of migration
7. Ecosystem ecology

Q.2 Answer the following:

- A. Explain the concept of Liberalization in detail. 8 marks
- B. What is the reason of Farmer's Suicides? 7 marks

OR

- C. What is the concept of Privatization? 8 marks
- D. Write in detail Migration – causes and impact. 7 marks

Q.3 Answer the following:

- A. Explain the characteristics of Human Rights. 8 marks
- B. What are fundamental rights in the constitution. 7 marks

OR

- C. What are Right to freedom? 8 marks
- D. Write a note on Cultural and educational rights. 7 marks

Q4. Answer the following:

- A. Explain the disciplines of ecology. 8 marks
- B. Elaborate the reasons of environmental degradation. 7 marks

OR

- C. What are the agents of socialization? 8 marks
- D. What are the sources and causes of conflicts. 7 marks

Q 5 Write Short Notes on (Any three) 15 marks

- A) Maslow's theory of self-actualization
- B) Impact of IT and communication
- C) Cultural and educational rights
- D) Importance of environmental studies



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Program: BAMMC	SEMESTER: II
Class: FYBAMMC	Course/Subject: Effective Communication Skill II
Marks: 75	Time: 2.30 Hours Set 1

Note:

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

Q1. Define the following Concepts (Any Five)

15

1. What is Communication?
2. What is Technical Communication?
3. What is Verbal Communication?
4. What is Written Communication?
5. What are Barriers to Communication?
6. What is Voice Modulation?
7. What is Non Verbal Communication?

Q2. Answer the following

- A. What is listening skills? Is it important for Effective Communication Skills? Why? 08
- B. What is Report? What are types of Letters? 07
- OR
- C. What is Panel discussion? How panel discussion help to select candidate? 08
- D. What is Voiceover? What are career options available in voiceover? 07

Q3. Answer the following

- A. Write 5 Copies (Tag lines) for any 5 existing brands of your choice. 08
- B. What challenges comes under translation. Explain any 7. 07
- OR
- C. What is Reading? Explain its types and in which careers it is required? 08
- D. Write a Letter requesting your Boss for a Weeks' Leave during an important Shoot. 07

4A. Please Summarize:

15

The bench said, "In our opinion, considering the object and intention of the statutory Rules read with all the provisions of Prevention of Cruelty to Animals Act, 1960, it would be an obligation of all the members of the Society to follow the mandate of law and to prevent themselves from causing any cruelty and harassment to the animals, as also to those, who intend to take care for these animals." Observing that stray animals are living beings and need to be taken care of by the society, the Bombay high court on Tuesday restrained the managing committee of RNA Royal Park, a residential complex in Kandivali West, from hiring henchmen to drive away strays and discourage members from feeding strays in the complex. The HC directed the civic authority to coordinate with the managing committee to identify a dedicated spot in the complex where the strays could be fed and taken care of by the concerned feeders. The division bench of justice Girish Kulkarni and justice Rajesh Laddha was hearing the petition filed by Paromita Puthran, an animal lover, whose advocates Nishad Nevgi, Anjali Mallekar and Samaa Shah informed the court that the woman was living in the complex, in Kandivli East, which comprised of three buildings and had a lot of open space. However, as there was no dedicated spot earmarked for feeding of stray dogs and cats in the society, Puthran was forced to provide food to nearly 18 stray dogs at the gate of the complex.

OR

4 B. Write a Jingle on Art Frames sold by an Artist. Also a Jingle on Luxury Cruise at Gateway of India. 15

Q5. Write short notes on (any three)

15

- a. Literacy
- b. Magazine
- c. Television
- d. Radio
- e. Press Release



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Program: BAMMC	SEMESTER: II
Class: FYBAMMC	Course/Subject: Media Gender and Culture
Marks: 75	Time: 2.30 Hours Set 1

Note:

1. All questions are compulsory.
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3. Draw suitable diagrams wherever necessary to support your answers

Explain the following concepts. (Any five)

15 Marks

-) Representation of culture
-) Film and culture
-) Advertising
-) Homosexuality
-) Media themes
-) Cultural practices
-) Self-identification

Answer the following.

- . Why there is need for cultural studies explain with relevant examples? **8 marks**
 - . Explain globalization and other media. **7 marks**
- OR**
- . Explain stereotypical representation of women in Indian cinema. **8 marks**
 - . What is ethnocentrism? Explain with relevant examples. **7 marks**

Answer the following.

- . Explain various ways in which the issue of dominant masculinity can be tackled. **8 marks**
 - . Explain glocalization with relevant examples. **7 marks**
- OR**
- . Explain impact of global culture and its relevance in media and gender **8 marks**
 - . What do you mean by cultural shock? Explain it with examples. **7 marks**

Answer the following. (Any one)

15 Marks

What is hegemonic masculinity? How it is depicting in media?

OR

Explain the role of media in value dissemination.

Write short notes on. (Any three)

15 Marks

Gender discrimination
Savitribai Phule's work on women education
Media as culture industry
Information Bomb
Impact of the internet



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Program: BAMMC	SEMESTER: II
Class: FYBAMMC	Course/Subject: Introduction To Advertising
Marks: 75	Time: 2.30 Hours Set I

Note:

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

Q1. Define the following Concepts (Any Five) 15 marks

1. Benefits of Advertising to Consumers
2. Mobile Advertising
3. Advertorial
4. Ambush Advertising
5. Body Copy
6. Sub Headline
7. Film Advertising

Q. 2 Answer the following:

- A. Explain the Features of Advertising. 8 marks
 - B. Explain the Benefits of Advertising. 7 marks
- OR**
- C. Explain IMC Planning Process. 8 marks
 - D. Explain Factors to consider for Magazine Advertising. 7 marks

Q. 3 Answer the following:

- A. Explain the role of different elements in Ads. 8 marks
 - B. Explain the different Departments in an Advertising Agency. 7 marks
- OR**
- C. Ad Agency v/s Advertising Department. 8 marks
 - D. Explain Types of Copy. 7 marks

Q4.A. Explain the Types of Advertising in detail. 15 Marks

OR

Q4. B. Explain Regulatory Bodies, Laws and Regulations. 15 Marks

Q 5 Write Short Notes on (Any three) 15 marks

- a. AIDA Model
- b. Features of IMC
- c. Advantages of Magazine Advertising
- d. Out of Home Advertising
- e. Slogan



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Program: BAMMC	SEMESTER: II
Class: FYBAMMC	Course/Subject: Introduction to Journalism
Marks: 75	Time: 2.30 Hours Set 1

Note:

- All questions are compulsory.
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1 Explain the following concepts. (Any 5)

15 Marks

- Education beat
- Political beat
- Proximity
- Prominence
- Agriculture beat
- Crime news
- Impact of media

Q.2.A) What is citizen journalism and its future?

7 Marks

B) How new media is different from traditional media?

8 Marks

OR

C) What is news and its process?

7 Marks

D) What is beat reporting and its types?

8 Marks

Q.3.A) What is inverted pyramid style in news writing?

7 Marks

B) Explain lead and its types?

8 Marks

OR

C) Explain about principles of journalism?

7 Marks

D) Explain about news values?

8 Marks

4.A) Explain about career opportunities in journalism?

15 marks

OR

B) Explain about history of journalism?

15 marks

5 Write short notes on (Any three)

15 Marks

- Disaster news
- Personality feature
- Trend feature
- News Printing
- Role of reporter