

Question Paper Set of

F.Y.B.M.M.C – Sem-II

Regular Exam

University of Mumbai

April, 2024

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**PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE &
ECONOMICS**

ISO 9001: 2015 Certified

DEPARTMENT: BAMMC	SEMESTER: II
CLASS: FYBAMMC	SUBJECT: MEDIA, GENDER AND CULTURE (SET1)
MARKS: 75	TIME: 2:30 HOURS

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 five)

15 Marks

- a) Lifestyles
- b) Social media
- c) Stereotype men
- d) Creativity
- e) Westernization impact on Indian culture
- f) Portrayal of women
- g) Memes

Q.2. Answer the following.

- A. Explain culture and features of culture.
 - B. What is enculturation? Explain it with relevant examples.
- OR**
- C. Explain cultural impact of global trade and market.
 - D. Explain Social Media and its impact on society

8 marks

7 marks

8 marks

7 marks

Q.3. Answer the following.

- A. Explain consumer culture and media in the era of globalization.
 - B. Explain male dominance in Indian culture.
- OR**
- C. Explain the role of media in social construction of gender.
 - D. Explain Web 2.0 participation and memes wars with examples.

8 marks

7 marks

8 marks

7 marks

Q.4. Answer the following.

15 Marks

- A. According to you what are recent trends in cultural consumption with special reference to the changing values.
- OR**
- B. Explain political and religious aspects in the construction of culture with examples.

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

15 Marks

- a) Popular culture
- b) Globalization
- c) Culture and industry
- d) Digital imperialism
- e) Gender equality



Prahladrai Dalmia Lions College of Commerce & Economics
Sunder Nagar, Malad (West), Mumbai, 400 064
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Program: BAMMC	SEMESTER: II
Class: FYBAMMC	Course/Subject: Introduction to Advertising (SET 1)
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. Define the following Concepts (Any Five)

15 marks

1. Advertising
2. Retail Advertising
3. Ad Controllers
4. Insert Advertisements
5. Brand Image
6. Logo
7. Art Directors

Q.2 Answer the following:

A. What is Advertising? Explain various features of advertising

8 marks

B. Explain the advantages and disadvantages of Newspaper Advertising

7 marks

OR

C. What is Integrated Marketing Communication? What are the tools of IMC?

8 marks

D. Explain the role of Advertising Standard Council of India (ASCI) with its objectives.

7 marks

Q.3 Answer the following:

A. Define Creativity. Explain the features of Creativity

8 marks

B. Explain various departments in Creative team

7 marks

OR

C. What is Rural Advertising? Explain the challenges of Rural Advertising

8 marks

D. What is Visual Advertising? Explain different elements of Visual Advertising

7 marks

Q. 4. A. Explain the concept of women and advertising with suitable examples

15 marks

OR

Q.4. B. Explain the classification of various advertisement copy

15 marks

Q.5 Write Short Notes on (Any three)

15 marks

- A. Objectives of Advertising
- B. Out of Home Media
- C. Blogs
- D. Storyboard
- E. Internet Advertising



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DEPARTMENT: BAMMC	SEMESTER: II
CLASS: FYBAMMC	SUBJECT: EFFECTIVE COMMUNICATION-II (SET-I)
MARKS: 75	TIME: 2:30 Hours

Instructions:

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

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

15 Marks

- a. Title
- b. Sports Reporting
- c. Circular
- d. Commercial advertising
- e. Advertising spot
- f. Free Publicity
- g. Repetition

Q.2. Answer the following.

- A. Write a letter to the passport department seeking reasons under the RTI Act behind delay in issuing your passport. **8marks**
- B. Write a press release to be given in Times of India given by Nestle company for there new initiative of giving 2 Lakh free Maggie packets in rural areas. **7marks**
- OR**
- C. Write a report on flooding caused by rain in Mumbai **10 marks**
- D. Summarize the passage **5 marks**

James Peterson stood proudly with his head high. His blue eyes twinkled as he looked upon the masterpiece he had created all by himself for his 70-year-old neighbour, Mr. Tim Martin. Who would believe that a few months ago this place was nothing but a pile of debris? The hurricane that had struck New Orleans had claimed innumerable lives and caused immense destruction. James had lost his wife and little girl, Maria, to nature's fury, but his zest to live did not fade away. The money Mr. Martin received from the insurance company was insufficient to rebuild his home. So James decided to step in and construct the house on his own, using his experience as a builder.

Q.3. Answer the following.

- A) Draft an email to your senior manager about giving leave application for 15 days. **10 marks**
- B) Make a circular for the employees of a company about no leave will be sanctioned in the month of March as it is financial year ending month. **5 marks**
- OR**
- C) Draft a consumer grievance letter at amazon for receiving defective dinner set that you ordered. **10 marks**
- D) Make a notice for annual general meeting of Vijay palace cooperative housing society **5 marks**

Q.4. Answer the following. (Any one)

15 Marks

A. Explain in detail the parts of report

OR

B. Explain different types of publicity

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

15 Marks

- a) Copywriting
- b) Paraphrasing
- c) Free Publicity
- d) Political Reporting
- e) Coherence and Cohesion



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SEMESTER END EXAMINATION MARCH, 2024

Program: BAMMC	SEMESTER: II
Class: FYBAMMC	Course/Subject: Foundation Course – II (Set 1)
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. Migration
2. UDHR
3. Abolition of untouchability
4. Lithosphere
5. Mass media as an agent of socialization
6. Meditation
7. Corporate Farming

Q. 2 Answer the following:

- A. Explain the concept of Liberalization with its positive and negative impact. **8 marks**
- B. Explain significance and characteristics of fundamental rights in Indian Constitution. **7 marks**
- OR**
- C. Discuss the concept of Privatization with its positive and negative impact **8 marks**
- D. Explain the impact of IT and Communication on industry. **7 marks**

Q. 3 Answer the following:

- A. Explain the forms of environmental degradation. **8 marks**
- B. Discuss the importance of values in individual development. **7 marks**
- OR**
- C. Explain various causes of aggression. **8 marks**
- D. Explain concepts of deforestation, desertification and soil erosion in detail. **7 marks**

Q4. Answer the following:

- A. What are stressors? Explain causes of stress in detail. **15 marks**
- OR**
- B. Elaborate Maslow's theory of self-actualization. **15 marks**

Q 5 Write Short Notes on (Any three)

15 marks

- A. Four types of dialogues
- B. Prohibition of Child Labour
- C. Farmer's Suicides
- D. Food Chain and Food Web
- E. Types of Migration



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SEMESTER END EXAMINATION MARCH, 2024

Program: BAMMC	SEMESTER: II
Class: FYBAMMC	Course/Subject: Content Writing (Set1)
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. Define the following Concepts (Any Five) 15 marks

1. Keywords
2. Redundancy
3. Duck Duck Go
4. Headline
5. crawler
6. Digital media
7. Real time content

Q.2 Answer the following:

- A. Explain in detail essentials of good Writing. 8 marks
B. Elaborate on pointers for effective engagement on Facebook. 7 marks
- OR**
- C. What is blog? What are things to keep in mind while writing blog. 8 marks
D. Why Idioms are important in content writing. 7 marks

Q.3 Answer the following:

- A. Tips to craft an engaging and concise presentation 8 marks
B. Explain the concept "copywriting" 7 marks
- OR**
- C. Elaborate on how to write Email for content collaboration. 8 marks
D. List eight tools to check plagiarism. 7 marks

Q. 4. A. Discuss the importance of content writing in the digital marketing sector. 15 marks

OR

Q.4. B. Design campaign structure wisely 15 marks

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

- A. News brief
- B. Elements of campaign
- C. Importance of Hashtags
- D. Idioms
- E. Four Us of headline



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Program: BAMMC	SEMESTER: II
Class: FYBAMMC	Course/Subject : Introduction to Journalism (1)
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. Define the following (any five) (15 marks)

- Reporting
- Sports beat
- Headline
- New media
- Data journalism
- Mobile Journalism
- News gathering

Q.2. Answer the following

- Describe an evaluation in journalism. (8 marks)
 - Explain, internet in digital media. (7 marks)
- OR
- Describe, New Media with special reference to the rise of citizen journalism (8 marks)
 - Narrate, Job profile in print and broadcast journalism. (7 marks)

Q.3. Answer the following

- Explain the difference between hard news and soft news. (8 marks)
 - How is news proceed from event to the reader? (7 marks)
- OR
- What are the career opportunities available in print media? (8 marks)
 - Explain in details the basic difference between writing for the print, television and online news. (7 marks)

Q.4. Answer any one

- Explain, changing face of journalism from Gutenberg to new media (15 marks)
- OR
- How technological advancement has helped media? (15 marks)

Q.5. Write short notes, any three (15 marks)

- Internet publishing
- Political beat
- Resident editor
- Real time journalism
- Follow up and continuity