

Question Paper Set of

F.Y.B.M.M. – Sem-II

Regular Exam

University of Mumbai

April, 2017

DURATION: 2 ½ HRS

Marks: 75

NOTE: ALL QUESTIONS ARE COMPULSORY.
EACH QUESTION CARRIES EQUAL MARKS
MARKS TO THE RIGHT INDICATE FULL MARKS

Q1. Answer briefly **any three** of the following questions: (15)

- i) What is the difference between reading a newspaper and reading a novel?
- ii) Why is the plot considered the basis of narration in a novel?
- iii) What are the main features of a short story?
- iv) How does the poet's use of tone shape the reader's response to the poem?
- v) What tools does the dramatist use to develop the characters in a play?

Q2. A.

- i) Does the choice of first person narration in the story **The Thief** make the story more effective? Give your views. (8)
- ii) What would you say is the theme of Chekhov's story **The Lottery Ticket**? (7)

OR

Q2. B.

- i) Shashi Deshpande has been considered a feminist writer. Select any one of her short stories and bring out the relevance of this view. (8)
- ii) How does the possibility of wealth bring out the true nature of Ivan Dmitritch in Chekhov's story **The Lottery Ticket**? (7)

Q3. Answer **any one** of the questions with reference to the novel you have studied. (15)

- i) Discuss the significance of the title of the novel you have studied.

OR

- ii) Analyse the novel you have studied on the basis of theme and plot.

OR

- iii) Which character/s made an impact on you? How was the novelist successful in doing so?

Q4. A.

- i) Analyse Tennyson's **Now Sleeps the Crimson Petal** as a love poem. (8)
- ii) Examine Emily Dickinson's skilful combination of imagery and metaphor in the poem **A Thunderstorm**. (7)

OR

Q4. B.

- i) Elaborate the theme of escapism in Keats's poem **Ode to a Nightingale**. (8)
- ii) Comment on Wordsworth's observation of the daffodils and their impact on him in the poem **I Wandered Lonely as a Cloud**. (7)

Q5. Answer only one question from either play. (15)

A.

- i) What is the significance of the two settings – Venice and Belmont – in **The Merchant of Venice**?

OR

- ii) In **The Merchant of Venice** how does the character of Portia compare with the men around her?

OR

B.

- i) Comment on the portrayal of Man in the one act play **The Rising of the Moon** by Lady Gregory.

OR

- ii) What is the significance of the Irish ballads in **The Rising of the Moon**? How integral are they to the action of the play?

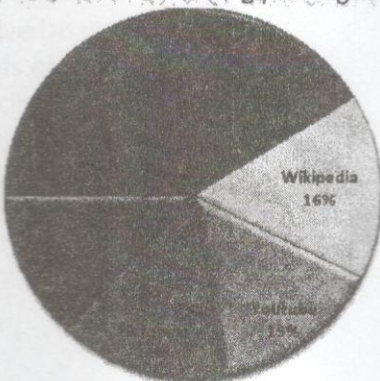
[Time: 2 $\frac{1}{2}$ Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Question.No.1 is compulsory.

- Q 1 A) Novels, and short stories are my favorite types of literature. My favorite author is Mark Twain. I have read almost every book he ever wrote and Huckleberry Finn is my favorite, but I also love The Tragedy of Pudd'nhead Wilson A connecticut Yankee in King Arthur's Court, and Life on the Mississippi. What I like most about Mark Twain's books is that they are very funny. Sometimes the characters themselves has a good sense of humor. Pudd'nhead Wilson, for example, often find; the humor in any situation. Other times, the characters are funny even though they don't mean to be. They do things that are silly, and ridiculous. Twain's books aren't simply funny; and they also teach readers valuable lessons about life, and the story of Huckleberry Finn and Jim, for example, teaches us the value of freedom and independence. It also shows the evils of racism in its story of Jim, who escapes slavery. Twain's vivid images bring a time and place to life. When I read his book about the Knights of the Round Table, I could imagine myself standing there with brave galahad and launcelot. His descriptions of the people and places along the Mississippi River are the best of all. Twain grew up along that river, and his books reveal his deep love for the area. Twain will always be known for his funny tales, accurate descriptions and important ideas.
- 1) Do the necessary changes in the above paragraph. 05
- 2) Write a summary of the above paragraph. 05
- 3) What are the principles of Editing? 05
- Q 2 A) Write a letter to the editor of a newspaper drawing attention to bad condition of road in your area. 08
- B) Write a letter under the RTI act to RTO asking them the reason for delay in issuing your license. 07
- OR
- Q 2 C) Explain the elements of a news Report 08
- D) Summarizing means capturing the essence and not just pruning the number of words. Elaborate. 07
- Q 3 A) Heavy rainful has blocked the major routes of the city. Write a news report. 08
- B) Interpret the following pie diagram and write a paragraph on usage of Social media. 07



OR

Q3 C) Write a complaint letter to a fountain pen manufacturer who has sent you 500 pens, many of which are found to be leaking when used.

D) Define 'precis' What are the points you take into consideration while making one?

Q4 A) Explain principles of Copy Writing.

B) Your department Organized a national level conference on media. Write a post event report.

OR

Q4 C) Translate the following paragraph in Hindi or Marathi.

Democracy is commonly defined as a government of the people, by the people and for the people. Freedom and democracy walk hand in hand. Democracy, in my view, is only compatible with a free economy. Like a fish to water, democracy can only exist in an atmosphere of freedom of action; it is completely incompatible with a system that provides for a governing authority with coercive power. We live in society today where the media plays a pivotal role in how we see the world, and how our opinions are formed, whether it is from what we watch on television or what we gather from newspapers.

Media acts as an interface between the common man and the Government. It is a very powerful tool with the ability to make and break the opinion of people. If media tells the public that this picture is being demanded as one of the most wanted terrorists, people would regard him as one blindly. It has the capacity to swing perceptions or evoke emotions. This is what it has gained – faith of public.

D) Amitabh Bacchan is appointed as a brand ambassador to promote Gujarat Tourism. Draft the press release.

Q5 Write in brief on any THREE

- 1) Body Copy
- 2) Coherence and Cohesion
- 3) Types of Reports
- 4) Hard news and soft News
- 5) Inverted Pyramid

Q.P. Code :03685

[Time: 2.5 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Marks are indicated to the right of each question.

Q.1 Define motivation. Explain Maslow's Hierarchy of Needs theory. Illustrate with examples as to how this theory can be applied to mass media. (15)

Q.2 Answer any one set:

- a. Explain in brief the various branches of Psychology. (07)
 - b. Define thinking. What are the characteristics of a creative thinker? (08)
- OR
- c. Discuss the positive and negative media effects. (07)
 - d. Discuss the effects of violence depicted in the media. (08)

Q.3 Answer any one set:

- a. Discuss the Fundamental aspects of personality. (07)
 - b. Enumerate the various research methods used in media psychology. (08)
- OR
- c. Explain briefly Gestalt's principles of perception. (07)
 - d. Discuss the process of Indoctrination through Mass Media. (08)

Q.4 Answer any one set:

- a. Explain Freud's Psychoanalytic theory and the Trait theory of Personality. (15)
- OR
- b. What do you understand by Conformity and Compliance? What experiments have been carried out to illustrate these phenomena? (15)

Q.5 Write Short notes on any 3 of the following (15)

- a. Cognitive Dissonance
- b. Theories of Memory
- c. Pro-social media effects
- d. Types of prejudice
- e. Stages of creative Thinking

Q.P. Code :02003

[Marks:75]

[Time: 2 $\frac{1}{2}$ Hours]

Please check whether you have got the right question paper.

N.B: 1. Question.No.1 is compulsory.

- Q.1** Discuss **any one** of the issue given below with special reference to one specified fundamental right or fundamental duty or directive principle. (15)
- a) Actor Salman Khan and the black buck case
- b) Gau rakshaks beat up Dalits skinning the hide of cows in Gujarat.
- OR
- Q.2** Answer **any ONE** of the following. (15)
- a) What are fundamental duties? Distinguish between fundamental duties and fundamental rights.
- b) What are the conditions necessary for the successful practice of democracy.
- OR
- Q.3** Answer either (a) or (b) (08)
- a) i) Elaborate the role of media as a watch dog or fourth pillar in Indian Democracy?
ii) Explain any 4 non-democratic form of Government along with examples?
- OR
- b) i) How digital media is used to construct public opinion.
ii) Trace the evolution of the Indian. Party system from One Party dominance System (OPDS) to multiparty System (MPS). (07)
- Q.4** Answer either (a) or (b) (08)
- a) i) What is Present status of Dalit movement in Maharashtra State?
ii) Explain the reasons for emergence of coalition government.
- OR
- b) i) What is the role of Dominant castes in Maharashtra politics.
ii) Explain the unitary feature of the Indian Constitution. (07)
- Q.5** Answer **any three** of the following. (15)
- a) Importance of Preamble.
- b) 73rd and 74th constitutional Amendment.
- c) Quasi federalism in India.
- d) Akali dal
- e) Freedom of Press

XXXXXXXXXXXXXXXX

Q.P. Code :05274

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate marks allotted to the questions.

- Q.1. a) How did identification of the Hawthorne effect lead to the recognition of the importance of psychological and social factors at work? (15)
- OR
- b) What is decision making? Why is it considered as the primary task of the manager? (15)
- Q.2. a) Why is Frederick Taylor called the father of scientific management and Henri Fayol the father of modern management theory? (15)
- OR
- b) Explain the function of planning and steps involved in the planning process. (15)
- Q.3. a) What are different approaches to management? Describe in detail the systems approach to management. (15)
- OR
- b) Define staffing with special reference to recruitment. (15)
- Q.4. a) What are qualities of a good leader? Why is leadership considered situational in nature? (15)
- OR
- b) Define group dynamics? Explain different types of groups. (07)
What do you understand by conflict management? (08)
- Q.5. Write short notes on any 3 from the following :- (15)
1. Total Quality Management
 2. Performance Appraisal
 3. Formal and informal groups
 4. On-the-job training methods
 5. Corporate Social Responsibility

Q.P. Code :03690

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Draw neat labeled diagrams wherever necessary.
 3. Present the answers with relevant examples.
 4. Figures to the right indicate marks.

- Q.1 Read the case and answer the following questions.
- 'Forever Young' cosmetics is planning to launch a new range of 'anti-wrinkle creams' in the Indian market. They conducted a market survey and found potential competition from 'Roop Nikhar'. Since 'Forever Young' is targeting the higher strata of society, the cream is being priced much higher than their competitors. They plan to use the television as a medium to advertise this anti-wrinkle cream as opposed to print media which is largely used by them for their other products. Official at 'Forever Young' feel that with the correct style of promotion they could easily taste success in the market.
1. Identify and explain the pricing strategy that is being used by 'Forever Young'. Is this strategy appropriate? 05
Justify.
 2. Enumerate the prerequisite qualities that a salesman selling "Forever Young" should process. 05
 3. Who, according to you, should be the brand ambassador of 'Forever Young'? Why? 05
- Q.2 (A) "The customer is not to be treated as one time purchaser, but as a person who will patronize the brand for life time." Examine the statement and explain the Importance of CRM in today's highly competitive marketing environment. 15
- OR
- (B) What is market segmentation? Outline the different types of segmentation employed in consumer markets: geographic, demographic, psychographic and behavioral. 15
- Q.3 (A) What are the features of marketing? 08
- (B) Discuss various tools of Internet marketing? 07
- OR
- (C) Discuss the different buying motives. 08
- (D) Distinguish between traditional marketing and modern marketing? 07
- Q.4 (A) Discuss the stages in the product life cycle? 08
- (B) How is the skimming the cream pricing strategy different from penetrating market strategy? 07
- OR
- (C) What is service marketing? Explain its features. 08
- (D) Discuss various types of sales promotions. 07
- Q.5 Write short notes on (any three). 15
- (a) Niche marketing
 - (b) Product line and product range
 - (c) Types of customers
 - (d) IMC
 - (e) Features of Rural market.