

Question Paper Set of

F.Y.B.M.M. – Sem-II

Regular Exam

University of Mumbai

April, 2018

Time : $2\frac{1}{2}$ hours

Marks : 75

Q1 A Read the following news story:

15

Roar: Tigers of the Sunderbans, produced by Abis Rizvi Films, is releasing on October 31st.

The augmented reality experience treats the viewer to a participative interaction with a virtual tiger. It allows one to pet and stroke the animal while watching the excitement on a large e screen in real Time. What makes it all the more interesting is that viewer can take home the video, feature them with the tiger, to upload it on social networking page, the professional / promotional activity was set up in malls, colleges and multiplexes in over 15 cities CROSS the country and found many takers among the youth.

Kamal sadanahs directorial debut, Roar: Tigers of Sunderbans, revolves round the majestic tigers of the forest and the makers came up with interesting wausto introduce the royal beast to the audience.. aunique promotional activity, involving augmented reality, was launched by salman khan.

Says producer Abis Rizvi, " the tiger is protagonist of our film and this activity is the best way to establish a bond with the audience."

- 1) Edit and rewrite the news story.
- 2) Summarize the news story given above.

Q2 A 1) What is a press release? How can one write a good press release? 8

B 1) Write an application to obtain information from the collector as to why your name and those of your family members have been dropped from the voters' list of your district, even though you have been voting regularly till 2016.

OR

Q2 C Differentiate between editing and summarizing. 8

D What is précis making? 7

Q3 A What is meant by hard news? What are its main parts? 8

B Interpret the following Table and write a paragraph about it: 7

Bmm

Q. P. Code : 33459

INDIA'S MOST ATTRACTIVE BRANDS

2013

MAB Rank	Brand Name	Super Category	Category
1	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
2	SONY	Durables	Consumer Electronics
3	NOKIA	Personal Gadgets	Mobile Phones
4	LG	Durables	Consumer Electronics
5	TATA	Diversified	Diversified
6	LUX	FMCG	Bath/Beauty
7	MARUTI SUZUKI	Automobile	Four Wheeler - manufacturer
8	GOOREJ	Diversified	Diversified
9	BAJAJ	Diversified	Diversified
10	DELL	Technology	Diversified
11	BATA	Personal Accessories	Footwear
12	REEBOK	Personal Accessories	Sports Accessories
13	TITAN	Personal Accessories	Watches
14	ADIDAS	Personal Accessories	Sports Accessories
15	PUMA	Personal Accessories	Sports Accessories
16	COLGATE	FMCG	Oral hygiene
17	DOVE	FMCG	Bath/Beauty
18	AMUL	Food & Beverage	Dairy
19	APPLE	Technology	Personal Technology
20	PEPSI	Food & Beverage	Aerated Beverages
21	PONDB	FMCG	Bath/Beauty
22	AIRTEL	Telecom	Telephony
23	NIKE	Personal Accessories	Sports Accessories
24	HONDA	Automobile	Four Wheeler - manufacturer
25	PHILIPS	Diversified	Diversified

OR

Q3 C What is the relevance of translation in the field of journalism? 8

D What is body copy? How can one write effective body copy? 7

Q4 A What are the functions of a translator? 8

B There was a rally organized by a youth organization against rampant corruption in society. As a reporter from a leading daily, write a report about the event. 7

OR

Q4 C Explain 'Letter to the editor'. Write a letter to the editor of 'Times of India' criticizing contemporary state of news presentation in electronic media. 15

Q5 Write in brief on any THREE 15

1. Tagline

2. Headline

3. Transcreation

4. Soft News

5. Jingles

Q.P. Code : 05276

[Time: $2\frac{1}{2}$ 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) What is management? Explain in detail managerial roles given by Henry Mintzberg. (15)
- OR
- b) What is classical management theory? Explain the principles of management by Henry Fayol. (15)
- Q.2 a) What is Planning? Explain the characteristics and steps involved in planning process. (15)
- OR
- b) Discuss the Scientific Management advocated by F.W. Taylor. (08)
- b) Define leadership. Why is it considered situational in nature? (07)
- Q.3 a) 'Decision making is an important conceptual tool of management.' Explain in detail the process of decision making. (15)
- OR
- b) Why co-ordination is an important function of management? (07)
- b) Define staffing with special reference to recruitment. (08)
- Q.4 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) Define the term manager with a suitable example. What is the difference between a manager and a leader? (08)
- b) What is Total Quality Management? What suggestions would you offer to make TQM effective? (07)
- Q.5 Write short notes on (any 3). (15)
1. Crisis Management
 2. Management as an art and science
 3. International Management
 4. Performance Appraisal
 5. Communication

Duration: 2.5 hours

Total Marks: 75 marks

Note:-All questions are compulsory.

Draw neat labelled diagram wherever necessary

Present the answers with relevant examples.

Figures to the right indicate marks.

Q1. Read the case and answer the following questions.

Since last decade, much of the shift in the buyer preferences have been attributed to the emergence of mall culture in India. Malls have impacted the Indian lifestyle. Today malls are more than just shopping junction they are used for people in more than one way, some people use it for Socialization where as others go for Shopping as malls present themselves as a one stop shop for all needs of the consumer in the most pleasurable and economic way. Some visit them for complete experience with all the lightings and displays that really makes it one of the promising experience for them. Also a trip to mall can enhance mood from bad to good or from good to energetic. One can just go and enjoy the environment, food, events and people. There are more health benefits while shopping at malls as they are spread over thousands of sq. meters and research shows that on an average a person walks over a kilometer before walking out. It may not be a big factor influencing lifestyle but it can be counted as perhaps a benefit.

Q1) What are the benefits of shopping in mall? (5)

Q2) Give five sales promotion techniques used in the shopping malls. (5)

Q3) According to you, Is online shopping a threat to mall culture? Justify. (5)

Q2. A) Define marketing and explain its features. (15)

OR

Q2. B) Explain meaning of Rural marketing and features of a rural market.(15)

TURN OVER

Q3a. What are the qualities of a good salesman? (8)

Q3b. "Packaging is a marketing necessity". - Explain (7)

OR

Q3c. What is Market segmentation? Discuss in brief on what grounds a market can be segmented. (8)

Q3d. Distinguish between Traditional marketing and Modern marketing?(7)

Q4.a.Difference between marketing and selling. (8)

Q4.b. Distinguish between Skimming the cream pricing strategy and Penetrating marketing strategy (7)

OR

Q4c . Enumerate the different types of customers one gets to see in a typical Indian market? Explain in brief their traits. (8)

Q4d. What is service marketing? Explain its features. (7)

Q5. Write Short notes on (any 3) (15)

- a.Essentials of a good advertising
- b.Brand Equity and Brand Loyalty
- c.Relationship marketing
- d.Buying motives
- e) E- marketing

TURN OVER

[Time: 2½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Marks to the right indicate full marks.

Q.1.

(A) In George Orwell's *Animal Farm*, why did the original seven commandments lose their relevance? What were the changes made? Why were these changes made?

[15]

OR

(A) Discuss the significance of the symbols in George Orwell's *Animal Farm* → Names, Milk and Apples, Windmill, Old Major's Skull and Jones' Rifle.

[15]

OR

(B) What is the significance of the use of symbols in Bhisham Sahni's *Tamas*?

[15]

OR

(B) How effectively has Bhisham Sahni developed the plot in *Tamas*?

[15]

Q.2.

(A) In Gabriel Garcia Marquez's short story "A Very Old Man with Enormous Wings" how do the fantastic elements help provide insights into the way human beings think and behave?

[8]

(B) Is the short story "Girls" by Mrinal Pande made more effective by the use of first person narration? In what way?

[7]

OR

Q.2.

(C) How effective is Isabel Allende's narrative technique in her short story "And of Clay are we Created"?

[8]

(D) What is the theme of Ernest Hemingway's short story "A Clean, Well-Lighted Place"? How does Hemingway develop this theme?

[7]

Q.3.

(A) With reference to Maya Angelou's poem "The Lie", comment on the 'emotional mask' that the speaker hides behind as she bids farewell to her friend.

[8]

- (B) What is the theme in Robert Frost's poem "Stopping by Woods on a Snowy Evening"? How does he develop this theme? [7]

OR

- (C) How effectively does Wilfred Owen portray the enemy as a friend in his poem "Strange Meeting"? [8]

- (D) In what way is Gieve Patel castigating modern man in his poem "On Killing a Tree"? To what extent do you agree with Patel's point of view? [7]

Q.4.

- (A) Vijay Tendulkar, in his play *Silence! The Court is in Session*, has used this platform to expose gender discrimination in patriarchy. What are your views on this? [15]

OR

- (A) Do you consider Leela Benare as a tragic figure in Vijay Tendulkar's play *Silence! The Court is in Session*? Give reasons for your response. [15]

OR

- (B) What is the source and the irony of the title of George Bernard Shaw's play *Arms and the Man*? [15]

OR

- (B) George Bernard Shaw rejected romanticism and embraced realism. How realistic is *Arms and the Man*? How much of it is "unrealistic"? [15]

Q.5. Write short notes on any three:

[15]

- (A) The use of irony as a poetic device in "On Killing a Tree".
- (B) The use of metaphor to articulate human emotions in the poem "Need Ka Nirman Phir Phir".
- (C) Title of the poem "Strange Meeting".
- (D) Cafe as a setting in "A Clean, Well-Lighted Place".
- (E) Women in Nani's house in "Girls".

(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

1. Explain Gestalt's principles of perception and write a detailed note on visual and depth perception. Comment on their application in mass media. (15)

2. a. Define thinking. What are the characteristics of a creative thinker? (07)
b. Define Psychology and explain its various branches. (08)

OR

2. c. Explain conformity and compliance with examples? (07)
d. Write a note on Cognitive Dissonance and how can you overcome it. (08)

3. a. What is learning? How does learning happen through classical and operant conditioning? (07)
b. In which ways can applied research be done in media psychology? (08)

OR

3. a. Explain Freud's Psychoanalytical theory. (07)
b. Explain Maslow's Hierarchy of Needs theory. How can the theory be applied to mass media. (08)

4. a. Describe the fundamental aspects of personality and Explain Cognitive theory and Behaviorist theory in detail. (15)

OR

- b. What are the various theories of attitude formation? What is role of media in formation of attitudes? How do opinion leaders use mass media to influence attitudes? Explain with examples. (15)

5. Write Short notes on any 3 (15)

- a. Positive Reinforcement
b. Pro-social media effects
c. Positive effects of media
d. Ethical principles of research
e. Various types of prejudice

[Time: 2.30 Hours]

[Marks: 75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

- Q.1 Discuss the topic given below with reference to any one fundamental right, fundamental duty or directive principle. 15
- a. Linking of Aadhar Card to Banks and the right to privacy.
- OR
- b. The controversy surrounding the release of the film PADMAVAT
- Q.2 Answer any one of the following: 15
- a. What are the fundamental duties? Distinguish between fundamental duties & directive principles of state policy.
- OR
- b. What are the features of a democracy? Do you think India is a successful democracy?
- Q.3 Answer either A or B. 07
- a. i. Explain any FOUR non-democratic forms of government with example. 08
- ii. Discuss the Preamble in brief
- OR
- b. i. What is the importance of regional parties in the functioning of the central government? 07
- ii. Elaborate the role of media as a watch dog of democracy. 08
- Q.4 Answer either A or B. 07
- a. i. What is the Dalit movement in Maharashtra about? 08
- ii. What is the role of the Dominant Caste in Maharashtra politics?
- OR
- b. i. How has the digital media impacted the Indian youth's participation in the electoral process? 07
- ii. Explain in detail the issue of the Uniform Civil Code. 08
- Q.5 Answer any THREE of the following: 15
- a. Panchayati Raj
- b. Opinion Polls
- c. Samajwadi Party
- d. Role of Election Commissioner
- e. Quasi Federalism in India
