

Question Paper Set of

S.Y.B.M.M. – Sem-III

Regular Exam

University of Mumbai

October, 2022



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

Program: BAMMC	SEMESTER: III
Class: SYBAMMC	Course/Subject: Computers and Multimedia-I
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. Full form of RGB & CMYK
2. Full form of AVI and PNG
3. Analog Delay
4. Echo
5. Reverse
6. Clone Stamp Tool
7. Decibel & Frequency

Q.2 Answer the following:

- A. Explain Text tools of Quark Express. **8 Marks**
B. Explain any 7 Tools in Adobe Premier Pro. **7 marks**

OR

- C. Explain Difference Between Creative Suite & Creative Clouds. **8 Marks**
D. Explain Difference Between Raster Image and Vector Image. **7 marks**

Q.3 Answer the following:

- A. Explain any 7 Effects of Adobe Audition **8 Marks**
B. Explain Industrial use of Coral Draw. **7 marks**

OR

- C. Explain importance of Color Theory **8 Marks**
D. Explain industrial use of Adobe Premier Pro. **7 marks**

Q4. A. Explain Noise Removing Process. 15 Marks

OR

Q4.B. Explain Interface of Adobe Audition with diagram. 15 Marks

Q 5 Write Short Notes (Any three) 15 marks

- A. Zoom & hand Tool
- B. Shape Tool
- C. Transition Effect
- D. Types of Image Formats
- E. Types of Video Format.



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Program: BAMMC	SEMESTER: III
Class: SYBAMMC	Course/Subject: Film communication-I
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. Enigma Code
2. Documentary
3. Cinematography
4. Low Angel
5. Hollywood
6. Ambient sound
7. Jimmy Jib

Q.2 Answer the following:

- A. What is Placing on stage? **8 Marks**
- B. Write a note on Raj Kapoor. **7 Marks**

OR

- C. What is a Soundtrack? **8 Marks**
- D. Write a note on Italian cinema. **7 Marks**

Q.3 Answer the following:

- A. What is NEO-realism? **8 Marks**
- B. Explain the contemporary Bollywood cinema. **7 Marks**

OR

- C. Differentiate between Art and commercial cinema. **8 Marks**
- D. Write a note on Nargis. **7 Marks**

Q4. A. Explain the Various Camera angels used in Cinema. 15 marks

OR

Q4. B. Globalization and its effect on Indian Cinema. 15 marks

Q 5 Write Short Notes (Any three) 15 marks

- 1) Parallel Cinema
- 2) M S Sathyu
- 3) Mohsen Makhmalbaf
- 4) Akira Kurosawa
- 5) Paramount Pictures



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PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BAMMC	SEMESTER : III
CLASS: SYBAMMC	SUBJECT: Corporate Communication and Public Relations
Marks: 75	Time: 2.30 Hours

Note:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Support answers with examples wherever necessary.
4. Public Relation is abbreviated as PR in the paper.

Q.1.Reputation is organic and thus ever-changing. Explain this statement with examples and state why reputation is more concern than image. (15)

OR

Q.1.What is crisis communication? Give example of company that was successful in solving its crisis through good PR? (15)

Q.2. a) Explain the emerging trends in communication technology? (15)

OR

- b) Explain Media Relations and mention the functions involved in it. (8)
- c) Enlist the major Media laws in India. (7)

Q.3. a) Your company has organized a blood donation camp in which over 500 employees with a few of the top level managers donated blood. Prepare a suitable press release on this occasion.(8)

b) Explain Persuasion theory of PR. (7)

OR

c) Plan and organize an innovative Press Conference for a trailer launch of the latest TV series or a movie. (7)

d) What is the role of PR in Hospitals? Mention the communication strategies at the hospital. (8)

Q.4. a) How does new age media help in crisis situation? (15)

OR

b) Define corporate identity? How does it shape corporate image? Give examples. (15)

Q.5.Write Short Notes on any **three**: (15)

- a. Corporate Design
- b. Cyber-crime
- c. ExternalCommunication
- d. Digital PR
- e. Publicity and PR



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Program: BAMMC	SEMESTER: III
Class: SYBAMMC	Course/Subject: Media Studies
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. Read the following casestudy and answer the questions given below it.

The McDonald's philosophy of Quality, Service, Cleanliness and Value (QSC&V) is the guiding force behind its service to the customers. McDonald's India serves only the highest quality products. All McDonald's suppliers adhere to Indian Government regulations on food, health and hygiene while continuously maintaining their own recognized standards. All McDonald's products are prepared using the most current state-of-the-art cooking equipment to ensure quality and safety. At McDonald's, the customer always comes first. McDonald's India provides fast friendly service- the hallmark of McDonald's that sets its restaurants apart from others. McDonald's restaurants provide a clean, comfortable environment especially suited for families. This is achieved through McDonald's stringent cleaning standards, carefully adhered to McDonald's menu is priced at a value that the largest segment of the Indian consumers can afford. McDonald's does not sacrifice quality for value — rather McDonald's leverages economies to minimize costs while maximizing value to customers. The company has invested Rs 450 crore so far in its India operations out of its total planned investment of Rs 850 crore till 2007.

Mc Donald's mein hai kuch baat" projects McDonald's as a place for the whole family to enjoy. When McDonald's entered in India it was mainly perceived as targeting the urban upper class people. Today it positions itself as an affordable place to eat without compromising on the quality of food, service and hygiene. The outlet ambience and mild background music highlight the comfort that McDonald's promises in slogans like "You deserve a Break Today" & "Feed your inner child". This commitment of quality of food and service in a clean, hygienic and relaxing atmosphere has ensured that McDonald's maintains a positive relationship with the customers.

Q1. Questions

(15)

1. Explain the application of Hypodermic needle model to this case study
2. Explain New Media Theory and its use in the above case
3. How Agenda Setting theory is used in this case
4. Explain Functional Analysis Approach in this given case.
5. How differently can Mc Donald prime its audience to its products using information flow theory?

Q2. Answer the following:

1. What are the different types of media?
2. Explain your perspective on Elisabeth Noelle-Neumann observation

8

7

OR

3. Explain "Paradigm for functional analysis" 8
4. Explain technological determinism coined by Thorstein Veblen 7

Q3. Answer the following:

1. Explain Marxist theory in detail 8
2. Explain five filters of propaganda 7

OR

3. Put forward your views on Democratic participant theory 8
4. "The Medium is the message." Explain the statement according to Marshall McLuhan 7

Q4.A. What is the difference between New media and Social media. Explain with suitable examples 15

OR

Q4.B. Explain priming & framing theory in context with Bollywood gossip. 15

Q5. Write short notes on (Any three) 15

1. Hermeneutics
2. White propaganda
3. Uses and gratification theory
4. Importance of media studies
5. OTT Platforms



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PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BAMMC	SEMESTER : III
CLASS: SYBAMMC	SUBJECT: Motion Graphics and Visual Effects-I
Marks: 75	Time: 2.30 Hours

Note:

- All questions are compulsory.
- Figures to the right indicate full marks.
- Support answers with examples wherever necessary

Q1. Define the following Concepts (Any Five)

(15)

1. Shortcut for New Solid Layer and New Adjustment Layer
2. Shortcut for Hand Tool and Selection Tool
3. Shortcut key for Quit and Redo
4. Shortcut key for Lock and Unlock Selected Layers
5. Shortcut key for Anchor Point and Position properties
6. Shortcut key for Rotation and Scale properties
7. Shortcut key for New Mask layer and New Text layer

Q2. Answer the following:

A. What is a Mask in After Effects? How to create Masks in After Effects?

(7)

B. Illustrate a general workflow in After Effects

(8)

OR

C. What are the different Layer Types in After Effects ?

(7)

D. With a diagram describe the Interface overview of Adobe After Effects. What are the different tools in the Toolbar? Explain their uses.

(8)

Q3. Answer the following:

A. What are the different types of camera and their usage? Write the pros and cons of any three types of camera.

(7)

B. What are Blending Modes? What are the important blending modes in After Effects?

(8)

OR

C. What are keyframes? How does one add keyframes in After Effects?

(7)

D. What is Shutter speed? How does shutter speed affect your photos?

(8)

Q4. What can Adobe After Effects do? What are the steps in creating a Composition? What are the steps in importing assets(image,audio etc.) into the After Effects Timeline?

(15)

OR

Q4. What are After Effects Panels? Where can one find Panels in After Effects? With diagrams, write in brief about the Composition Panel, Effects Control Panel and the Project Panel.

(15)

Q 5. Write Short Notes: (Any three)

(15)

- 1) Colour Grading
- 2) Audio Effects
- 3) Green Screen
- 4) Compositions
- 5) Rendering



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Program: BAMMC	SEMESTER: III
Class: SYBAMMC	Course/Subject: Introduction to Photography
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

- Bokeh
- Kelvin
- F' number
- Shutter speed
- Focal length
- Prime Lens
- Aspect ratio

Q.2 Answer the following:

- A** Discuss 'Role' of Aperture as well as 'Power of Aperture' in deciding exposure. 8
- B** Comment on 'White Balance' feature in digital camera. How to use it most efficiently to sort out colour problems? 7

OR

- C** Define 'Panning.' Discuss the factors that affect 'degree of blur.' 8
- D** What is 'Perspective?' Discuss the effect of Viewpoint & Focal length on Perspective. 7

Q.3 Answer the following:

- A** What do you understand by Bokeh? How to obtain nice Bokeh in photograph? Comment on subjects those are most suited for Bokeh. 8
- B** What is synchronisation? Discuss the creative technique of 'Slow sync.' 7

OR

- C** Discuss 'Shutter priority & Aperture priority' exposure modes as compared to Manual mode. 8
- D** What is 'Exposure Triangle?' Discuss the use of it. 7

Q.4 A What are the four 'Parameters of Light?' Discuss each one in detail in photographic context. Use diagrams wherever necessary. 15

OR

Q.4 B What is the role of 'Lighting Accessories' in photographic lighting? Discuss any two light modifiers. 15

Bmm

15

Q. 5 Write short notes on (Any Three)

- A Megapixel, Resolution & Image size
- B Metering Modes
- C Light painting
- D Guide Number
- E Camera Formats