Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (West), Mumbai, 400 064

ISO 9001: 2015 Certified

Program: BAMMC	SEMESTER: IV
Class: SYBAMMC	Course/Subject: Writing and Editing for Media
Marks: 75	Time: 2.30 Hours Set B

Note: 1) All questions are compulsory.

2) Draw well-labelled diagrams wherever necessary.

3) Figures to the right indicate full marks.

Q1. Define the following Concepts (Any Five)   15 marks
1. Nutshell paragraph
2. Caption
3. Sofa interview
4. Satellite radio
5. Blogging
6. Fake news
7. Podcast

Q. 2 Answer the following:

Q.2A How to structure a TV commercial?   8 marks

Q.2B Explain the tips for writing an online radio script.   7 marks

OR

Q.2C Differentiate between Column and Editorial.   8 marks

Q.2D Explain the nut shelling in detail.   7 marks

Q. 3 Answer the following:

Q.3A Explain tips for writing advertisement.   8 marks

Q.3B Elaborate on six tips to write for magazine.   7 marks

OR

Q.3C Discuss 8 steps to better blogging.   8 marks

Q.3D Explain six ways to spot fake news.   7 marks

Q4. A. Your local newspaper is asking its readers to write a review of a restaurant where You have eaten recently and would recommend to others.   15 marks

OR

Q4. B. Write a review of the Film that you remember you have watched and can't forget easily. Give details about the movie using the following supporting points: 15 marks

Title of the film   the star cast and production house

The git of the plot   the reason you like the film

Your favourite scene   your opinion and recommendation

Q.5 Write Short Note (any three)   15 marks

A. Live Blogging

B. Online radio

C. Hard News

D. Writing for SEO

E. Tips to write breaking news

F. Press Kit

Program: BAMMC	SEMESTER: IV
Class: SYBAMMC	Course/Subject: Mass Media Research
Marks: 75	Time: 2.30 Hours Set B

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 5)   **15 Marks**

a) Historical research.
b) Scaling.
c) Data collection.
d) Stratified sampling.
e) Makeup research.
f) Brain wave analysis.
g) Tabulation

Q2) Answer the following

a) Discuss the importance of hypothesis in media research.   **8 Marks**
b) Explain in brief various steps of research process.   **7 Marks**

OR

c) Explain in brief the functions of hypothesis.   **8 Marks**
d) Explain the four approaches to the method of knowing.   **7 Marks**

Q3) Answer the following

a) Mention the sources of error in measurement.   **8 Marks**
b) Explain the Importance & Principles of Tabulation.   **7 Marks**

OR

c) Explain in brief disadvantages of Interview Method.   **8 Marks**
d) What is Questionnaire? Explain the structure of a Questionnaire.   **7 Marks**

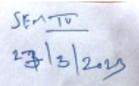**Q4) a)** What is a Research Report?   **15 Marks**

OR

b) Point out any four Advantages and Disadvantages of Content Analysis.   **15 Marks**

Q5) Write Short Notes on: (Any 3)   **15 Marks**

a) Schedule.
b) Tabulation.
c) Content analysis importance.
d) Literature review.
e) Casual research.

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Program: BAMMC	SEMESTER: IV
Class: SYBAMMC	Course/Subject: Media Ethics & Law
Marks: 75	Time: 2.30 Hours Set B

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. Preamble.
2. Court.
3. Supreme Court.
4. IPR.
5. Cyber Stacking.
6. Identity Theft.
7. Trade Secret.

Q. 2   Answer the following:

A. Explain features of Constitution.   8 marks
B. What is freedom of Expression?   7 marks
   OR
C. Write Function of Judiciary.   8 marks
D. Write Different types of Courts.   7 marks

Q. 3   Answer the following:

A. How to spot fake News?   8 marks
B. Write different Types of Unfair Advertisement.   7 marks
   OR
C. Write Administration and initiative of TRAI.   8 marks
D. Write goals of NEWS broadcasting association.   7 marks

Q4.A. Write Terminology of copyright act.   15 Marks
   OR
Q4. Write Advertisement example for unfair trade practices. 15 Marks

Q 5 Write Short Notes on (Any three)   15 marks
A) RTI
B) Ethics
C) Social Responsibility
D) Conflict of Interest
E) Women as sex Symbol

Program: BAMMC	SEMESTER: IV
Class: SYBAMMC	Course/Subject: Film Communication II
Marks: 75	Time: 2.30 Hours Set B

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. Action
2. Marathi cinema
3. Distributor
4. Mythological film
5. Alam Ara
6. Pather Panchali
7. Cult film

Q2. Answer the following

A. Explain different types of lightning	8 Marks
B. Cinema and semiotics	7 Marks
OR	
C. Plot in cinema	8 Marks
D. German expression	7 Marks

Q3. Answer the following

E. Iranian cinema	8 Marks
F. Studio cinema	7 Marks
OR	
G. French New Wave	8 Marks
H. Hollywood	7 Marks

Q4. Explain the various meaning of colours in cinema   15 marks
OR
Q4. Explain the realism in cinema   15 marks

Q 5 Write Short Notes (Any three)   15 marks

1. Satyajeet Ray
2. Bollywood
3. Parallel cinema
4. Editing
5. Costume

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Program: BAMMC	SEMESTER: IV
Class: SYBAMMC	Course/Subject: Motion Graphics and VFX-II
Marks: 75	Time: 2.30 Hours SET B

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

Q1. State the shortcut keys following (Any Five)   15 marks
1.   Export Media and Exit in Premiere Pro
2.   Mark In and Mark Out in Premiere Pro
3.   Clear In and Clear Out in Premiere Pro
4.   Apply Video Transition and Audio Transition in Premiere Pro
5.   Group Clips and Ungroup Clips in Premiere Pro
6.   Rectangle and Ellipse in Premiere Pro
7.   Open Project and Close Project in Premiere Pro

Q. 2   Answer the following:

A. Discuss the role of project panel in Adobe Premiere Pro and describe how to organize and manage the project assets   8 marks
B. Describe the steps to add a texture to an object in Blender.   7 marks

OR

A. Explain the process of colour grading in Adobe premiere pro including the use of lumetric colour panel and colour wheel.   8 marks
B. Explain the process of creating a simple animation in Blender.   7 marks

Q. 3   Answer the following:

A. Explain the process of creating transition between clips in Adobe Premiere Pro, including the use of built in transition, custom and the transition panel.   8 marks
B. What is the purpose of the amateur modifier and how is it used to animate a character?
                                                                        7 Marks

OR

A. Explain the process of creating of final video project in Adobe Premiere Pro including the use of exporting setting, file formats and delivery option.   8 marks
B. What is the purpose of particle system and how is it used to create visual effects? 7 marks

Q4.A. Explain the process of working with time-lapse and slow motion footage in Adobe Premiere   Pro. Explain the use of time re-mapping feature and the speed / duration dialogue.
                                                                        15 Marks

OR

Q4. B. What are some techniques for creating realistic lighting in blender and how can they be used to improve the quality of a scene?   15 Marks

Q 5 Write Short Notes on (Any three)   15 marks
A) File Formats supported in Premier Pro
B) Timeline Panel in Premiere Pro
C) Particle System in Blender
D) UV Mapping
E) Essential Graphics Panel