Question Paper Set of

S.Y.B.SC.IT. – Sem-III

Regular College Exam

November, 2017

Q. P. Code: 20945

(Time: 2½ hours) **Total Marks: 75**

N. B.: (1) **All** questions are **compulsory**.
(2) Make **suitable assumptions** wherever necessary and **state the assumptions** made.
(3) Answers to the **same question** must be **written together**.
(4) Numbers to the **right** indicate **marks**.
(5) Draw **neat labeled diagrams** wherever **necessary**.
(6) Use of **Non-programmable** calculators is **allowed**.

1. Attempt *any three* of the following: **15**

a. Find the Adjoint of the given matrix and hence find Inverse if exist

$$\begin{bmatrix} 2 & -1 & 3 \\ 4 & 6 & -2 \\ 5 & 1 & 8 \end{bmatrix}$$

b. Find the Characteristic values and characteristic vectors of the given matrix.

$$\begin{bmatrix} 8 & -6 & 2 \\ -6 & 7 & -4 \\ 2 & -4 & 3 \end{bmatrix}$$

c. Verify Caley-Hamilton theorem for the given matrix, also find inverse if exists.

$$\begin{bmatrix} 2 & -1 & 1 \\ -1 & 2 & -1 \\ 1 & -1 & 2 \end{bmatrix}$$

d. Expand $(1 + \cos x + i\sin x)^n$

e. Evaluate $(1 + i\sqrt{3})^{16} / (\sqrt{3} - i)^{17}$

f. Express $\sec(x + iy)$ in a + ib form

2. Attempt *any three* of the following: **15**

a. Solve the Differential Equation $(x - 4xy - 2y^2)\,dx + (y^2 - 4xy - 2x^2)\,dy = 0$

b. Solve the Differential Equation $dy/dx + x^2y = x^5$

c. Solve the following Equation $x^2p^2 - 2xpy + (2y^2 - x^2) = 0$

d. Solve the following Equation $p(p + y) = x(x + y)$

e. Find the Complementary and Particular Solution of the equation $(D^3 + D^2 + D + 1)y = \sin 2x$

f. Find the General Solution of the equation $(D^2 + 4)y = \sin 3x + e^x + x^2$

3. Attempt *any three* of the following: **15**

a. Evaluate $\int_0^\infty e^{-2t} \sin^2 t\, dt$

b. Find the inverse Laplace transform for the function

$$F(s) = \frac{21 - s^2}{s(s^2 + 4s + 13)}$$

c. Find Laplace transformation of the function

$f(t) = te^{2t} \cos 3t$

[TURN OVER]

d. Obtain the Inverse Laplace transform of each of the given function

$$\frac{(s+1)}{s^3(s-3)^2}$$

e. Find Inverse Laplace Transformation by convolution theorem for

$$F(s) = \frac{s}{(s^2+1)(s^2+4)}$$

f. By using fundamental definition, find laplace transform of f(t)

F(t) = t, $0 < t < 4$

= 5, $t > 4$

4. **Attempt *any three* of the following:** 15

a.

$$Evaluate \int_0^1 \int_0^2 e^{x+y} dxdy$$

b.

$$Evaluate \int_0^3 \int_0^{\sqrt{4-y}} \frac{dxdy}{(1+x^2+y^2)}$$

c.

$$Evaluate \int_0^{log2} \int_0^x \int_0^{x+logy} e^{x+y+z}\, dxdydz$$

d.

$$Evaluate \int_0^1 \int_0^{1-x} \int_0^{x+y} e^z\, dxdydz$$

e.

Change the order of integration and evaluate $\int_0^2 \int_0^{x^2/4} xydxdy$

f. Solve $\iint r^3\, drd\theta$ over the area included between the circles r = 2sinθ and r = 4 sinθ

5. **Attempt *any three* of the following:** 15

a.

Evaluate $\int_0^{\pi/2} sin^6 x\, cos^7 x\, dx$

b. Evaluate i) erfc(-x) + erfc(x)

ii) erfc(x) + erf(x)

c.

Evaluate $\int_0^{2a} x(2ax - x^2)^{1/2} dx$

d. Evaluate $\int_0^{\pi/2} sin^5 2x dx$

e.

Evaluate $\int_0^1 \frac{x^7}{(1-x^4)^{1/2}} dx$

f. Evaluate $\int_0^1 \frac{(x^a - x^b)}{logx} dx$

S4IT
P.P

Q.P. Code: 20934

(Time: 2½ hours)

Total Marks: 75

N. B.: (1) **All** questions are **compulsory**.
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(4) Numbers to the **right** indicate **marks**.
(5) Draw **neat labeled diagrams** wherever **necessary**.
(6) Use of **Non-programmable** calculators is **allowed**.

1. Attempt *any three* of the following: 15

a. What is Python? List and explain feature of Python.
b. Write the steps to install Python and to run Python code.
c. Explain type conversion of variable in Python.
d. Explain if...else statement with example.
e. Explain the use of break statement in a loop with example.
f. What is the difference between interactive mode and script mode in Python?

2. Attempt *any three* of the following: 15

a. How function is defined and called in Python?
b. Write a function that takes single character and prints 'character is vowel' if it is vowel, 'character is not vowel' otherwise.
c. Short note on incremental development.
d. What is recursive function? Write a Python program to calculate factorial of a number using recursive function?
e. Explain various string operations that can be performed using operators in Python.
f. Explain str.find() function with suitable example.

3. Attempt *any three* of the following: 15

a. What is list? How to create list?
b. Explain *try...except* blocks for exception handling in Python.
c. Explain various built-in list functions and methods.
d. What is tuple in python? How to create and access it?
e. Explain the properties of dictionary keys.
f. Explain open() and close() methods for opening and closing a file.

4. Attempt *any three* of the following: 15

a. What is regular expression? Explain various patterns of regular expression.
b. Explain match() function with suitable example.
c. What is method overriding? Write an example.
d. What is multithreaded programming? Explain *_thread* module with suitable example.
e. What is module? What are the advantages of using module?
f. Explain various functions of math module.

[TURN OVER]

5. **Attempt *any three* of the following:** 15

a. Explain Checkbutton widget with example.

b. Write short note tkMessageBox module.

c. What is layout management? Explain Grid manager.

d. Explain place geometry manager with example.

e. Write and explain the steps insert a row into MySql database with example.

f. Write short note on cursor object in Python.

Q.P. Code: 20939

(Time: 2½ hours)

Total Marks: 75

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(4) Numbers to the **right** indicate **marks**.
(5) Draw **neat labeled diagrams** wherever **necessary**.
(6) Use of **Non-programmable** calculators is **allowed**.

1. Attempt *any three* of the following: **15**

a. Define Data Communication. Explain its various components.
b. List and explain the functions of ISO's OSI Model Layers.
c. What do you mean by Transmission line Impairments? Explain in detail.
d. Explain the following terms in relation with Data Communication
   (i) Half Duplex System.
   (ii) Full Duplex System.
e. Define Modulation. Write a short note on Amplitude Modulation.
f. Explain the following terms of Data Transmission
   (i) Parallel Transmission.
   (ii) Serial Transmission.

2. Attempt *any three* of the following: **15**

a. Differentiate between Frequency Division Multiplexing (FDM) and Time Division Multiplexing (TDM).
b. Write a short note on Spread Spectrum Modulation (SSM) techniques along with its Application.
c. Discuss the major classifications of transmission media.
d. What is Packet Switching? Explain its methods of implementation.
e. Define *Error* under scope of networking and explain its types.
f. Explain the following terms
   (i) Forward Error Correction (FEC).
   (ii) Automatic request for Retransmission (ARQ).

3. Attempt *any three* of the following: **15**

a. Explain ALOHA system with its two versions.
b. Discuss **GO BACK N ARQ** protocol in detail.
c. Explain Bluetooth Layered Architecture.
d. Differentiate between satellite communication and optical communication.
e. Explain the following connecting devices in networking
   (i) Bridge.
   (ii) Gateway.
f. Explain CSMA with collision detection.

[TURN OVER]

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4. **Attempt *any three* of the following:** 15

a. Explain the terms:
   (i) Connection Oriented Network Services.
   (ii) Connectionless Network Services.

b. Write a short note on static algorithm and explain any two.

c. What is fragmentation? Explain its various strategies.

d. Draw and explain IPv4 header structure.

e. For a given class 'C' network 195.188.65.0 design equal subnets in such a way that each subnet has atleast 60 nodes.

f. A class 'B' network on the internet has a subnet mask of 255.255.240.0. What is the maximum number of hosts per sub networks?

5. **Attempt *any three* of the following:** 15

a. Write a short note on TCP.

b. Explain Addressing Issues of transport Protocol.

c. What do you mean by Domain Name System? What is the use of the same?

d. Explain Simple Mail Transfer Protocol (SMTP).

e. Write a short note on following
   (i) TELNET.
   (ii) FTP.

f. Differentiate between TCP and UDP.

5417.

Q. P. Code: 20936

(2½ hours)

Total Marks: 75

N. B.: (1) **All** questions are **compulsory**.
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(4) Numbers to the **right** indicate **marks**.
(5) Draw **neat labeled diagrams** wherever **necessary**.
(6) Use of **Non-programmable** calculators is **allowed**.

1. Attempt *any three* of the following: **15**

a. What is data structure? Explain different categories of data structure.
b. List and explain different operations that can be performed on a data structure.
c. Define different asymptotic notations used to measure the complexity of an algorithm.
d. Discus memory representation of one dimensional array.
Differentiate between linear search and binary search.
e. Consider a two dimensional array D[3:7,-2:6]. If the base address of D is 5639 and each element takes 2 memory cells then find the address of D4,0 element assuming that
   i. Array D is sorted in column major order.
   ii. Array D is sorted in row major order.
f. What is sparse matrix? Explain different ways of representing sparse matrix into memory.

2. Attempt *any three* of the following: **15**

a. Explain how memory is allocated and deallocated for linked list.
b. Write and explain an algorithm to insert a new element into sorted linked list.
c. Write and explain an algorithm to split a linked list into two linked lists.
d. Write and explain an algorithm to delete a node containing item from a doubly linked list.
e. What is header linked list? Explain different categories of header linked list.
f. Write algorithm to subtract two polynomials.

3. Attempt *any three* of the following: **15**

a. Write and explain syntax verification algorithm.
b. Convert following infix expression into prefix and postfix expressions.
   i. a x b x (c – d) – (e ^ 3 x f) + g / h
   ii. (a x b x c ^ 2) + d – (c / d + e)
c. What is recursion? What are disadvantages of recursion?
d. Write an algorithm to evaluate an arithmetic postfix expression and calculate the result of the expression. Give suitable example.
e. What is queue? How queue is represented in memory? Write and explain an algorithm to insert element into circular queue.
f. Explain with example priority queue.

4. Attempt *any three* of the following: **15**

a. Sort the following elements using merge sort.
23 56 13 34 78 62 98 53 49 82

[TURN OVER]

b. Explain with example the following terms:
   i. Degree of a node
   ii. Path
   iii. Internal node
   iv. Similar binary trees
   v. Complete binary tree

c. Draw the binary tree whose inorder and preorder traversals are:
   In-order : g d b h e i a f c
   Pre-order : a b d g e h i c f

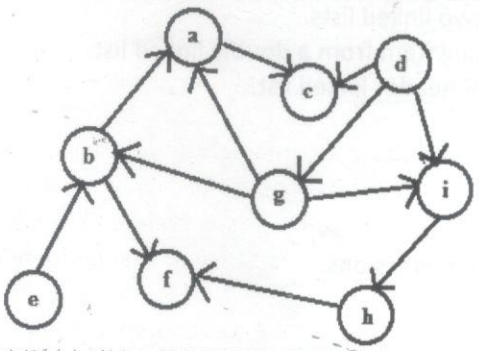
d. Make a binary search tree by inserting the following numbers in sequence
   52 36 98 29 123 39 15 56 31 365 278 45 72

e. Draw max and min heap with the following elements
   80 59 25 30 100 45 62 89 51 23 11 27 323

f. What is AVL tree? How balancing is done in AVL tree? Explain with example.

5. Attempt *any three* of the following: 15

a. Find the adjacency matrix and list representation of the following graph



b. List graph traversal technique. Write and explain algorithm for any one. Give suitable example.

c. Explain with example Dijkstra shortest path algorithm.

d. Explain with example Prim's algorithm to find the Minimum Spanning Tree (MST).

e. List different hashing methods. Explain with example any two of them.

f. List different techniques of open addressing. Explain any one.

S417/OC
14/11/17

Q.P. Code: 20943

(Time: 2½ Hours)

[Total Marks: 75

N. B.: (1) **All** questions are **compulsory**.
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(3) Answers to the **same question** must be **written together**.
(4) Numbers to the **right** indicate **marks**.
(5) Draw **neat labelled diagrams** wherever **necessary**.
(6) Use of **Non-programmable** calculators is **allowed**.

1. **Attempt *any three* of the following:**

a. Suppose you want to build a video site similar to YouTube and keep data in file-processing system. Discuss the relevance of each of the following points to the storage of actual video data, and to metadata about the video, such as title, the user who uploaded it, tags, and which users viewed it. 15

i. Data redundancy and inconsistency
ii. Difficulty in accessing data
iii. Data isolation
iv. Integrity problems
v. Atomicity problems
vi. Concurrent system anomalies
vii. Security problems

b. State the advantages and disadvantages of the following data models: Hierarchical, Network, Relational, Entity Relationship, Object Oriented and NoSQL. State if the models support data and structural independence.

c. State and explain the twelve Codd's rules for relational databases.

d. What is Unified modelling language? What are its parts? Show the ER diagram notations and equivalent notations in UML.

e. Construct an E-R diagram for a car insurance company whose customers own one or more cars each. Each car has associated with it zero to any number of recorded accidents. Each insurance policy covers one or more cars, and has one or more premium payments associated with it. Each payment is for a particular period of time, and has an associated due date, and the date when the payment was received.

f. i. Design an E-R diagram for keeping track of the exploits of your favourite sports team. You should store the matches played, the scores in each match, the players in each match, and individual player statistics for each match. Summary statistics should be modelled as derived attributes.

ii. Consider an E-R diagram in which the same entity set appears several times, with its attributes repeated in more than one occurrence. Why is allowing this redundancy a bad practice that one should avoid?

2. **Attempt *any three* of the following:**

a. The natural outer-join operations extend the natural-join operation so that tuples from the participating relations are not lost in the result of the join. Describe how the theta join operation can be extended so that tuples from the left, right, or both relations are not lost from the result of a theta join. 15

[TURN OVER]

b. Given the following relational schemas: $R = (A, B, C)$ $S = (D, E, F)$
Suppose the relations r(R) and s(S) are defined. Write the expressions in tuple relational calcul equivalent to each of the following:
i. $\prod_A(r)$ ii. $\sigma_{B=17}(r)$ iii. $r \times s$ iv. $\prod_{A,F}(\sigma_{C=D}(r \times s))$

c. Consider the relational database below, where primary keys are underlined.
employee (*person name*, *street*, *city*)
works (*person name*, *company name*, *salary*)
company (*company name*, *city*)
manages (*person name*, *manager name*)
Give an expression in tuple relational calculus for each of the following queries:
i. Find all employees who work directly for "Jones."
ii. Find all cities of residence of all employees who work directly for "Jones."
iii. Find the name of the manager of the manager of "Jones."
iv. Find those employees who earn more than all employees living in the city "Mumbai."

d. What is normalization? What is its objective? Give a distinguishing characteristic of 1NF, 2NF, 3NF, 4NF and BCNF.

e. i. Using the INVOICE table structure shown in table below, write the relational schema, draw its dependency diagram and identify all dependencies (including all partial and transitive dependencies). You can assume that the table does not contain repeating groups and that any invoice number may reference more than one product. (Hint: This table uses a composite primary key.)

Attribute Name	Sample Value	Sample Value	Sample Value	Sample Value	Sample Value
INV_NUM	211347	211347	211347	211348	211349
PROD_NUM	AA-E3422QW	QD-300932X	RU-995748G	AA-E3422QW	GH-778345P
SALE_DATE	15-Jan-2016	15-Jan-2016	15-Jan-2016	15-Jan-2016	16-Jan-2016
PROD_LABEL	Rotary sander	0.25-in. drill bit	Band saw	Rotary sander	Power drill
VEND_CODE	211	211	309	211	157
VEND_NAME	NeverFail, Inc.	NeverFail, Inc.	BeGood, Inc.	NeverFail, Inc.	ToughGo, Inc.
QUANT_SOLD	1	8	1	2	1
PROD_PRICE	₹4995	₹345	₹3999	₹4995	₹8775

ii. Using the initial dependency diagram drawn in question i, remove all partial dependencies, draw the new dependency diagrams, and identify the normal forms for each table structure you created.
iii. Using the table structures you created in question ii, remove all transitive dependencies and draw the new dependency diagrams. Also identify the normal forms for each table structure you created.

f. Explain the phases of database design.

3. Attempt *any three* of the following: 15

a. What are constraints? What are the different types of constraints? Explain.
b. What is a view? What are its advantages?
c. State the rules for performing DML operations on a view.
d. Explain GROUP BY and ORDER BY clauses with examples.
e. What are NULL values? Explain.

f. What are joins? What are different types of joins? Explain.

4. Attempt *any three* of the following: 15

a The lost update anomaly is said to occur if a transaction T_j reads a data item, then another transaction T_k writes the data item (possibly based on a previous read), after which T_j writes the data item. The update performed by T_k has been lost, since the update done by T_j ignored the value written by T_k .

i. Give an example of a schedule showing the lost update anomaly.

ii. Give an example schedule to show that the lost update anomaly is possible with the read committed isolation level.

iii. Explain why the lost update anomaly is not possible with the repeatable read isolation level.

b State and explain the ACID properties of transactions.

c i. Consider a database for a bank where the database system uses snapshot isolation. Describe a particular scenario in which a nonserializable execution occurs that would present a problem for the bank.

ii. Consider a database for an airline where the database system uses snapshot isolation. Describe a particular scenario in which a nonserializable execution occurs, but the airline may be willing to accept it in order to gain better overall performance.

d Show that the two-phase locking protocol ensures conflict serializability, and that transactions can be serialized according to their lock points.

e Consider the following two transactions:

T_{34}: read(A);
read(B);
if $A = 0$ **then** $B := B + 1$;
write(B).

T_{35}: read(B);
read(A);
if $B = 0$ **then** $A := A + 1$;
write(A).

Add lock and unlock instructions to transactions T_{34} and T_{35}, so that they observe the two-phase locking protocol. Can the execution of these transactions result in a deadlock?

f Explain the different ways to handle deadlocks.

5. Attempt *any three* of the following: 15

a. What are triggers? What are different types of triggers? How are they created? Give the syntax and examples of the same.

b. What are packages? What are the components of packages? How are packages developed? Explain with syntax and example.

c. What are functions? What are procedures? How do they differ from each other? What are the benefits of stored procedures and functions?

d. What is a cursor? Explain implicit and explicit cursors. How are explicit cursors controlled?

e. What are hierarchical queries? Explain the syntax of hierarchical queries.

f. What are composite data types? Explain the PL/SQL records. How is a PL/SQL record created?

Question Paper Set of

S.Y.B.M.M. – Sem-III

Regular College Exam

November, 2017

Q.P. Code :20991

[Time: 2:30 Hours] **[Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. Attempt all questions.
2. Draw diagrams where necessary.

Q.1 **Answer the following** **15**

a. What is a Google Search Engine? How does it works? What are the different types of search engines? **10**

b. What is BLOG? Explain in detail. **05**

Q.2 **Answer the Following** **15**

a. What is content marketing? How is it helping companies to build an online presence? **08**

b. What is Adobe Flash? What is it used for? **07**

OR

c. What is CSS? Explain its various types. **08**

d. Design an email signup form in HTML. **07**

Q.3 **Answer the following** **15**

a. Answer the following **08**
i. Image tag
ii. Head tag
iii. Hyperlinks

b. What are the various views available in Dreamweaver? Explain them in detail. **07**

OR

c. Answer the following **08**
i. Tables in HTML
ii. Internet Browser
iii. Web page

d. Using tables design a page in HTML to prepare a calendar of your birthday month with the date highlighted. **07**

Q.P. Code :20991

Q.4 **Answer the following** 15

a. Explain in detail the various audio and visual effects used in the animated movie "BalGanesh". 15

OR

b. What is Adobe Audition? Explain its uses in detail. 15

Q.5 **Write short notes (Any three)** 15

a. 3D animation 05
b. Shape Tweening 05
c. Audio Treble 05
d. Croma Key 05
e. Modern day video Effects 05

15/11/17
S4BMM
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Q. P. Code: 23439

Time: 2 ½ hrs **Marks 75**

Instructions: (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate marks
(c) Support answers with examples wherever necessary

Q1 Explain **any five** from the following in four to five sentences :- **[15]**

1. Culture
2. Representation
3. Articulation
4. Subjectivity & identity
5. Globalization
6. Art
7. Cuisines

Q2 A Write a note on evolution, need and significance of cultural studies. **[8]**

B Explain Stuart Hall's idea of the Circuit of culture. **[7]**

OR

Q2 C Discuss the relevance of Technology in the construction of culture. **[15]**

Q3 A Elaborate on how language is re represented in media? **[8]**

B Explain how is Gender re-represented in the media? **[7]**

OR

Q3 C Discuss the process of Globalization and how it affects culture? **[15]**

Q4 A Discuss the changing values and ideologies in contemporary society with examples. **[8]**

B Explain Popular culture with your own examples in the current day context. **[7]**

OR

C Elaborate how Folklore, Fashions and Fad represents culture **[15]**

Q5 Write short notes on **ANY THREE:-** **[15]**

1. Diffusionism
2. Cultural Materialism
3. Oral Traditions
4. Sports and Media
5. Architecture

Turn Over

Q. P. Code: 20718

SYBMA

EXTRA

TIME: 2.5 hours **MARKS – 75**

- All questions are compulsory.
- Provide relevant examples wherever necessary.
- Public Relation is abbreviated as PR in the paper.

Q1a. Define Public Relations? Explain the role of Public relations in contemporary times with suitable PR examples. (15)

OR

Q1b. 'Managing uncertainty is essential for PR'. Explain the Crisis Communication Plan with an appropriate example. (15)

Q2a. 'PR activities aim to earn public understanding and acceptance, to gain public support'. Explain the statement with the functions of PR. (08)

Q2b. Differentiate between Public Relations and Branding. (07)

OR

Q2. Explain the concept of Dark PR at length. What are the qualities of a Public Relations Practitioner? (15)

Q3a. State any 4 points of difference between In-house PR and PR agency. (08)

Q3b. Plan and organize an innovative Press Conference for a trailer launch of latest TV series or a movie. (07)

OR

Q3. Describe Media and non-media Public Relations Tools and what are the important factors to be kept in mind while implementing them? (15)

Q4a. Discuss the need for social responsibility of organizations towards different interest groups. (08)

Q4b. What are the factors to be kept in mind while choosing PR agency? (07)

OR

Q.4 What is New Age Media? Illustrate the importance of new age media in the context of PR with a support of PR campaign? (15)

Q. P. Code: 20718

Q5. Write Short Notes on **(any 3)** (15)

(a) PR v/s Sales Promotion

(b) Impression management techniques

(c) Opinion Leaders in PR communication

(d) Investors Relations and PR

(e) Media Pitch

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Q. P. Code: 20718

Q5. Write Short Notes on **(any 3)** (15)

(a) PR v/s Sales Promotion

(b) Impression management techniques

(c) Opinion Leaders in PR communication

(d) Investors Relations and PR

(e) Media Pitch

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S4BMM EXTRA

13/11/17

Q.P. Code: 23042

Time: 2 hours 30 minutes **Marks: 75**

Note: 1) Question no. 1 is compulsory.
2) Question no. 2, 3, 4 & 5 has internal choice.
3) Figures to right indicate marks.

Q.1 Describe the journey of Indian cinema from Raja Harishchandra to Bahubali. **(15)**

Q.2 Discuss diverse film genres with example. **(15)**

OR

a) What is Neo- realism in cinema and its impact on Indian film makers? **(8)**
b) How medium of cinema is melting pot of all mediums? **(7)**

Q.3 Write the contribution of V. Shantaram, Satyajit Ray and other regional film-makers to cinema. **(15)**

OR

a) Explain different shots in relation to human figure. **(8)**
b) What is the difference between Newsreels & Public Service Ads? **(7)**

Q.4 Does Branding, Promotion, Marketing help in the production & business of cinema? Justify your stand. **(15)**

OR

a) Describe the different types of transitions. **(8)**
b) Why are songs integral parts of Indian cinema? **(7)**

Q.5 Write short notes on (any three): **(15)**

i) Director
ii) Continuity
iii) Storyboard
iv) Nouvelle vague
v) Subjective camera

SYBMM 9/11/17

media. Ct.

9/11/17

Q. P. Code : 23495

(2½ Hours) **(Total Marks : 75**

N. B. : 1. **All** questions are **compulsory.**
2. **Figures** to the right **indicate marks.**
3. Kindly support your answers with **suitable examples.**

Q1.A.Discuss the relevance of Media Studies in the context of: (10)

(i)Racist ideologies

OR

(ii)Media & Consumerism

Q 1 B. Explain any one of the following: (05)

i) Agenda Setting Theory
ii) Uses & Gratification Theory

Q 2. Explain:

A. New Media theory with respect to:

(i)Social Media **OR** (ii) OTT Platforms like Hotstar or Netflix (08)

B. The changes in Advertising in Magazines and how it is created an impact on:

(i) The New Man **OR** (ii) Consumption of Advertising Art by youth (07)

Q3 Discuss:

A. (i) Media & Diaspora OR (ii) Foucault's theory of Power & Authority (08)

B. Trends in Media with respect to (i) TV OR (ii) Outdoor (07)

Q4 .Explain:

A. (i) Feminist Strategies of Detection in the present scenario - # MeToo (08)

OR

(ii) Propaganda Model

B. (i) Marshall McLuhan's theory in the current times (07)

OR

(ii) Language& Media

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

i) Religion & Media
ii) Intellectual Property & New Media
iii) Uses & Gratification Theory
iv) Cognitive Theory
v) Technology & Media

TURN OVER

Q.P. Code :20742

A tree that looks at God all day,
And lifts her leafy arms to pray;

A tree that may in Summer wear
A nest of robins in her hair;

Upon whose bosom snow has lain;
Who intimately lives with rain.

Poems are made by fools like me,
But only God can make a tree

- Joyce Kilmer

(b) Discuss third person omniscient point of view. (07)

OR

(c) Identify and explain the figures of speech in the following: (08)

1. Walter wondered where Winnie was.
2. He is the guest of the law for a month.
3. Her tears could fill a bucket.
4. Time is money.

(d) Discuss the following types of conflict with examples from literature and/or film: (07)

1. Man against fate
2. Man against nature
3. Man against man

5 Write short notes on **any three** from the following: (15)

(a) Thriller
(b) Young adult fiction
(c) Black comedy
(d) Cyberpunk
(e) Comic relief

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SY BMM

Q.P. Code :20742

[Time: 2:30 Hours] **[Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1 Using the following points create a fictional character: (15)

1. Lives in urban/rural
2. Food habits
3. Drinking pattern (social drinker/alcoholic)
4. Smokes or not
5. Religious beliefs
6. Kind of house
7. Siblings
8. Parents
9. Friends
10. Place of birth
11. Place of residence
12. Reaction in stressful situations
13. Allergies
14. Favourite music
15. Favourite genre of films/video games

Q.2 (a) Write a detailed note on different aspects of creativity in literature, media, public speeches, presentations and interviews. (15)

OR

(b) Explain the significance of revision and editing before publishing a work. (08)

(c) Explain how important it is for an author or publisher to determine the commercial potential of the work to be published. (07)

Q.3 (a) Write a radio script of your choice. (08)

(b) What is premise? Write premises of any three films, novels or plays of your choice. (07)

OR

(c) Write a four-line poem with the syllable structure of 5-7-5-7. (08)

(d) Discuss 'setting' as an element of writing. (07)

Q.4 (a) Analyze the following poem for: (08)

1. Title
2. Tone
3. Symbolism
4. Imagery

Trees

I think that I shall never see
A poem lovely as a tree.

A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;

Q.P. Code :20745

[Time: Three Hours] **[Marks:100]**

Please check whether you have got the right question paper.

N.B:
1. All questions are compulsory subject to internal choice.
2. All questions carry equal marks.
3. Figures to the right indicate maximum marks.

Q.1 Answer any **Two** of the following:-

a) Explain the essentials of a valid contract. **10**

b) Discuss the meaning of 'Offer' in a contract and the legal rules regarding offer. **10**

c) Who is competent to contract? Explain the effects of a Minor's agreement. **10**

d) Discuss the essentials of 'consideration' in a contract. **10**

Q.2 Answer any **Two** of the following:-

a) Explain the meaning of 'Free Consent' in a contract. Distinguish between agreements entered into by 'Fraud' and agreements entered into by 'Misrepresentation'. **10**

b) What is a void agreement? Explain the agreements declared void under the Indian Contract Act. **10**

c) Discuss the 'Quasi Contracts' given under the Indian Contract Act. **10**

d) Explain the methods of discharge of a contract by operation of law. **10**

Q.3 Answer any **Two** of the following:-

a) Distinguish between the Contract of Indemnity and the Contract of Guarantee. **10**

b) Explain the Rights of a Bailor in a contract of Bailment. **10**

c) Distinguish between contracts of Pledge and Lien. **10**

d) Discuss the duties of an Agent under the Indian Contract Act. **10**

Q.4 Answer any **Two** of the following:-

a) Explain the essentials of a Contract of Sale and state the classification of goods. **10**

b) Explain the meaning of 'Conditions' and the 'Implied Conditions' under the Sale of Goods Act. **10**

c) Discuss the rules relating to transfers of property in the case of sale of specific goods and the sale of unascertained goods. **10**

d) Explain the concept of 'Unpaid Seller' and the unpaid seller's right of, 'Stoppage of goods in Transit' and 'Right of Resale.' **10**

Q.5 Answer any **Two** of the following:-

a) Explain the essentials of a Negotiable Instrument. **10**

b) Distinguish between a Cheque and a Bill of exchange. **10**

c) Explain the characteristics of a Cheque. Discuss the types of crossing of cheques. **10**

d) Explain the meaning of Payment in Due Course, Noting and Protest under the Negotiable Instruments Act. **10**

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