

Question Paper Set of

S.Y.B.M.M. – Sem-III

Regular Exam

University of Mumbai

October, 2019

DEPARTMENT : BMM	SEMESTER : III
CLASS: SYBMM	SUBJECT: Introduction to Media Studies
Time: 2:30 Hrs	Marks: 75

- N:B: 1. All Questions are compulsory.
 2. Figures to the right indicate marks.
 3. Support answers with example wherever necessary.

Q.1 (A) Discuss the relevance of Media Studies in the context of: (10)
 (i) Media & Diaspora
 OR
 (ii) Racist ideologies

Q.1 (B) Explain any **one** of the following: (5)
 (i) Two Step Flow Theory
 OR
 (ii) Agenda Setting Theory

Q.2 Explain: (8)
(A) New Media Theory with respect to:
 (i) Social Media
 OR
 (ii) OTT Platforms like Eros Now and Voot

(B) The changes in Advertising in Magazines and how it has created an impact on: (7)
 (i) Consumption of Advertising Art by Youth
 OR
 (ii) Media Consumerism

Q.3 Discuss: (8)
(A) (i) Foucault's theory of Power & Authority
 OR
 (ii) Propaganda Model

(B) Trends in Media with respect to: (7)
 (i) Outdoor
 OR
 (ii) Social Messaging Apps

Q.4 Explain: (8)
(A) (i) Uses & Gratification Theory with suitable examples
 OR
 (ii) Religion & Media

(B) (i) Marshall McLuhan's Theory in the current times (7)
 OR
 (ii) Technology & Media

Q.5 Write Short notes on: (any three)

- (i) Language & Media
- (ii) Cognitive Theory
- (iii) Medium is message
- (iv) Types of Agenda setting
- (v) Media & Diaspora

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS
SEMESTER END EXAMINATION, OCTOBER, 2019

DEPARTMENT : BMM

SEMESTER : III

CLASS SYBMM

SUBJECT: ADVANCED COMPUTER

Time: 2:30 Hrs

Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

Q1.A. Explain Inline, Internal, External style sheet with the help of example. (10)

B. What is Social media marketing? Explain any 3 social media platform with the help of an example. (5)

Q2 A. How does Google search engine work? Explain with the help of example. (8)

B. Explain in detail 3D Animation. With the help of example. (7)

OR

A. Which type of audios and videos we can enter into a WebPages and how? (8)

B. What is Frame Animation? How to create frames. (7)

Q3 A. Create a web page using the following tags.

- a. Paragraph. (8)
- b. Bold, italic, underline.
- c. Heading tag
- d. Paragraph tag

B. What is Dreamweaver? Explain used of Dreamweaver in detail. (7)

OR

Q3. C. Explain primitive object in detail. (8)

D. Explain in detail ordered list and unordered list with the help of example. (7)

Q4. A. What is Web banner? Explain types of web banners. (8)

B. what is Blog? Explain with the help of example. (7)

OR

C. What is the various online marketing tools available today? Explain in detail with the help of example. (15)

Q5. Short notes (Any 3) (15)

1. Adobe premier pro
2. HTML5 Multimedia
3. Form Tag
4. SEO
5. Flash Symbols.

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
SEMESTER END EXAMINATION, OCTOBER , 2019	
DEPARTMENT : BMM	SEMESTER : III
CLASS SYBMM	SUBJECT: UNDERSTANDING CINEMA
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

Q1. Explain the difference between Newsreel, Showreel, Short-film, Telefilms & Corporate film? (15)

Q2. Describe the journey of Indian cinema from Raja Harishchandra to Bahubali (15)

OR

- A. Write a critical analysis of your favourite movie (8)
- B. Describe the journey of Regional Film Industry? (7)

Q3. Does Branding, Promotion, Marketing help in the production & business of Cinema?(15)

OR

- A. Discuss the French New Wave movement & its characteristics (8)
- B. What is the difference between a Commercial and an Ad? (7)

Q4. What is the role of Digital Technology in Modern Film making process? (15)

OR

- A. What is film narration? How is it done? (8)
- B. Write the contribution of Marathi films to Indian Cinema (7)

Q5. SHORT NOTES on (Any Three) (15)

1. Storyboard
2. Director
3. Screenplay
4. Types of Shots
5. Cinematographer

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
SEMESTER END EXAMINATION, OCTOBER , 2019	
DEPARTMENT : BMM	SEMESTER : III
CLASS SYBMM	SUBJECT: Cultural Studies
Time: 2:30 Hrs	Marks: 75

Instructions:

1. All questions are compulsory
2. Question no. 1 to question no. 5 carry 15 mark each
3. All questions have internal questions.

Q1. Explain the Concepts: (Any five)

(15)

- A. Race & Ethnicity
- B. Homogenization
- C. Fragmentation
- D. Convergence
- E. Glass Ceiling Effect
- F. Representation
- G. Art
- H. Power and Status

- Q2. A. What is the role of Education in Culture? What is the importance of ethical Media in a Society? (07)
 Q2. B. What are the common features of Religion? What is the influence of Hindu Caste System on Indian Culture? (08)

OR

- Q2. C. What is Globalization? What are its cultural implications? (07)
 Q2. D. What are Taboos, Laws and Folkways? How it varies from state to state in India? (08)

- Q3. A. How does popular culture impact other Cultures? (07)
 Q3. B. What is the Family Set Up in India? What are the Dimensions of Globalization in Families? (08)

OR

- Q3. C. What are the different theories in Culture Studies and what are its implications on Society? (15)

- Q4. A. Write in details about Sports & Media in India with a cultural Dimension. (15)

OR

- Q4. B. Write about Digital Media Culture. How Technology and Media impact Cultures? (15)

Q5. Answer in Short (Any 3 out of 5)

(15)

- A. Fashion and Fad
- B. Media impact on Youth Dressing and Brand Consciousness
- C. Festivals and Castes in India
- D. Acculturation
- E. Creolization

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERECE AND ECONOMICS	
SEMESTER END EXAMINATION, OCTOBER, 2019	
DEPARTMENT : BMM	SEMESTER : III
CLASS: SYBMM	SUBJECT: INTRODUCTION TO CREATIVE WRITING
Time: 2:30 Hrs	Marks: 75

Q.1. Using the following points/words create a fictional story:

15

1. Hobby
2. Age
3. Gender
4. Residence
5. Family ties
6. Friendship
7. Childhood ties
8. Relations with neighbors
9. Dreams
10. Ambitions
11. Gatherings
12. Demotivation
13. Self help
14. Practice
15. Success

Q2) (a) What role does editing and revising content play in creative writing?

15

OR

(b) What are the steps for writing a Blog?

8

(c) Explain the role of creativity in public speeches?

7

Q.3 (A) Prepare a double column script on Public Service Ad.

8

(B) Premises and creativity are interconnected. Give premises of any 2 films of your Choice.

7

OR

(C) Write a four line poem on the syllable structure 1-2, 1-2.

8

(D) Discuss 'setting' as an element of writing

7

Q.4. (A) Write a radio script of your choice.

8

(B) Analyze the following poem for its Tone, Title, Symbolism and Imagery.

7

Turtle Came to See Me BY MARGARITA ENGLE

The first story I ever write
is a bright crayon picture
of a dancing tree, the branches
tossed by island wind.

I draw myself standing beside the tree,
with a colorful parrot soaring above me,
and a magical turtle clasped in my hand,
and two yellow wings fluttering
on the proud shoulders of my ruffled
Cuban rumba dancer's
fancy dress.

OR

Q.4 (C) Discuss the commercial aspects of publication. 7

(D) Discuss the following with reference to one film and one novel/play for each 8

Conflict between Man against Nature

Conflict between Man against Man

Q.5. Write short notes (Any 3): 15

- a. Thriller
- b. Hero and Anti-Hero
- c. Comedy
- d. Climax
- e. Tragedy

Smok

AHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
SEMSTER END EXAMINATION, OCTOBER, 2019	
DEPARTMENT : BMM	SEMESTER : III
CLASS: SYBMM	SUBJECT: Introduction to Public Relations
Time: 2:30 Hrs	Marks: 75

Instructions:

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. How does Public opinion come into play in Public Relations? Does PR influence Public Opinion? (15)

OR

Q.1. What is crisis communication? How should a PR person make a crisis communication plan? Give an example of a company that was successful in solving its crisis through good PR. (15)

Q.2. a) Difference between Public relations and Branding. (8)

b) Define corporate identity? How does it shape corporate image? Give examples. (7)

OR

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

Q.3. a) What are the various Publics in PR and its importance? (8)

b) How does one plan a PR strategy? Explain with an example. (7)

OR

c) State any 4 points of difference between In-house PR and PR agency? (8)

d) Describe the factors to be kept in mind for planning a PR Campaign? (7)

Q.4. a) How does New Age Media help in crisis situation? (8)

b) Write a note on the Non-media tools of PR. (7)

OR

c) Explain the functions of PR with suitable examples. Why a Public Relation campaign needs the support of Corporate Social Responsibility? (15)

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

- a. Objectives of PR
- b. Media Pitch
- c. PR v/s Sales Promotion
- d. Corporate Reputation
- e. Ethics in PR