

14/3/20

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
ATKT EXAMINATION, MARCH, 2020	
DEPARTMENT : BMM	SEMESTER : I
CLASS: FYBMM	SUBJECT: FUNDAMENTALS OF MASS COMMUNICATION
Time: 2:30 Hrs	Marks: 75

Q1. Define the concepts: (Any five)

15

1. Mass Communication
2. Information economy
3. Broadcast media
4. Advertising
5. Outdoor media
6. Intra and interpersonal communication
7. Digital media

Q2. A) Explain any two barriers of mass communication in detail.

8

B) Explain gate keeping model with example

7

OR

C) Describe various tools of traditional and folk media with suitable examples

15

Q3. A) Write a short history of "Films of India" and explain any two decades

8

of Hindi cinema

B) Discuss with examples how newspapers serve the function of mass communication. Discuss the benefits and drawbacks

7

OR

C) 'Political communicators have mass appeal' Explain the above statement with reference to your favourite political communicator.

15

Q4. A) Discuss the impact of mass media on children

8

B) Write a short note on the impact of social media on mass communication

7

OR

C) What is media convergence? Explain with examples its technological, economical, socio cultural dimension and its implication to mass communication?

05 Write short notes on the following (Any 3)

1. Public relations
2. Functions of mass communication
3. Internet as medium of communication
4. Impact of mass media on youth
5. Information super highway

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PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

DEPARTMENT: BMM

SEMESTER: I

CLASS: FYBMM

SUBJECT: Effective Communication Skills - I

TIME: 2:30

MARKS: 75

Instructions:

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

Q.1. a) Explain the Psychological barriers to Communication in your words with relevant examples? (15)

OR

- a) On behalf of Ms. Aastha Dubey, write a letter of application in response to the following advertisement. Also draft the bio-data assuming that you have the requisite qualifications and experience.

A well-known company is looking for an experienced Secreary with an experience of two years. The candidate should have good fluency in English, Hindi and Gujarati. The candidate must be able to work in a multicultural environment.

Please send your detailed resume with a covering letter to Ramnath Co. Ltd., Fort, Mumbai 400 001 (15)

Q.2. Honing the skills of skimming and scanning are compulsory for becoming an efficient reader. How far do you agree with this statement? (15)

OR

- a) Enumerate and explain poor listening habits. (8)
- b) Discuss the errors in thinking. (7)

Q.3. a) Draft a notice, agenda and minutes of Anant Industry's 68th AGM. (8)

b) What is the difference between translation and interpretation? (7)

OR

a) 'Oral Communication skills form an important part of one's personality.' Elucidate the statement with the help of illustrations from the real world. (15)

Q.4. Explain the process of translation and its scope. (15)

OR

Translate the following passage in Hindi or Marathi:

The advent of science is a great blessing to mankind. Science has relieved us of our "age of ignorance, suffering and darkness. It serves us in all walks of life like a faithful servant. It has proved itself to be quite an obedient servant at home, in the field and in the factory. Science has magic power. It has transformed our daily life. Science has made the luxurious items cheap and has brought them within the reach of everybody. Science produces goods at cheaper rates on a large scale. Human Happiness: Every form of entertainment has been brought to our door. A radio and a television set removes boredom from our lives. They have enlightened our lives and made our burdens light. Even a cobbler keeps a radio with him. He listens to the radio programmes while mending the shoes. Diseases Controlled: Science has shown every care and concern for our health. It has cured us of many chronic and incurable diseases. It has cured epidemics like cholera, plague and small pox. Science has made traveling a pleasure. It has conquered time and distance. Man today travels through deserts and forests with safety and speed. The aero planes have completed the work of years in months. Science has lightened the toil of the housewife by placing modern devices at her disposal. Cooking, washing and cleaning are done in the twinkling of an eye. Electricity: Electricity serves the housewife like a housemaid. It has provided her enough leisure to rest or to give better attention to her children. Science has taken upon itself even the most menial jobs. It does all the back breaking and dangerous jobs for him. Science has shared a great contribution. Books are printed in large numbers at cheap rates. The newspapers add a great deal to our knowledge and give us exact information. Electricity has made the daily life of the common man. It is quite different from what it used to be. It has eased agricultural and industrial activities. Conclusion: But every silver cloud has a dark lining in it. Science too is no exception to it. Science has caused great havoc. It has made us idle & ease loving. The gun powder and destructive weapons of war can prove fatal to the well being of the world. It has rendered our jobs light and has made our hearts heavy. Lovers of peace denounce Science. It has ushered in an era of disturbance, lawlessness, instability, insecurity and barbarism, It has raised our standard of living on the foundation of uncertainty. So it is rightly said that Science is a good servant but bad master.

Q.5. Write Short Notes on any three:

- a) Anchoring
- b) Intensive Reading
- c) Mass Communication
- d) Role of computers in communication
- e) Documentary

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PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS	
DEPARTMENT: BMM	SEMESTER: I
CLASS: FYBAMMC	SUBJECT: Effective Communication - I
TIME: 2:30	MARKS: 75

Instructions:

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

Q.1. Translate the following passage in Hindi or Marathi: (15)

The titanic, in its watery grave, is a great museum of human history and is at risk of being lost forever because of curious voyagers and treasure hunters, fears Bob Ballard, who first discovered the remains of the iconic ship in 1985. Famous for discovering the great ship, Ballard is a former US Navy Officer and a professor of oceanography. "Titanic is a museum of human history without door and guard. I am deeply concerned about not only the Titanic but all the ancient history that is now at risk. If we cannot save this iconic ship, then there is very little hope we can save ancient ships. The world should realize that you don't have to go down and take everything and you do not have to do a treasure hunt. This is a common heritage of all of us and if we really want to take steps to preserve human history in the ocean, we need to start with Titanic," Ballard said in a telephonic interview from London. Ballard, as part of a tie-up, is presenting a documentary called "Save the Titanic" on the 100th anniversary of the sinking of the great ship -- April 15, 1912. The ship and her fate continue to fascinate, largely because of the horror that took place that night, with 1,522 passengers and crew losing their lives. Ballard says that despite being on the ocean floor for 100 years, the ship is full of human footprints. "The story has all the ingredients to make it timelessly fascinating. You have this revolutionary ship that's unsinkable, and carrying a cross section of people in society. And then, it goes and hits an iceberg and sinks on its maiden journey. It's an irony personified in history". "In the 90s, advanced technology gave us double diving capabilities in the Atlantic Ocean. I knew that the Titanic was sitting at almost 12,000 feet. What led me to her discovery was a simple technique that I followed. We decided to look for the debris trail instead of the ship". Ballard says the ship, if preserved well and not subjected to constant submarine journeys, will last for a long time on the Atlantic floor. "The deep sea, because of its darkness, its cold temperatures and its great pressure, creates a high state of preservation. With a little caution, we can protect the Titanic for future generations to visit." Ballard has also connected to the people of Belfast, who refused to talk about the tragedy "The ship's construction took place at Belfast.

(15)

Q.2. Answer any two of the following:

- a) What is communication? Explain the Psychological barriers to communication with examples.
- b) Explain Kinesics and Proxemics in detail.
- c) How one can become an efficient listener.
- d) How one can achieve fluency in reading?

Q.3. Answer any two of the following:

- a) Explain the difference types of thinking.
- b) Explain briefly the scope of translation.
- c) Explain the concept of SQ3R method of reading?
- d) What are the challenges faced by a translator?

Q.4. What is the process of communication? Explain the various components of the process of communication with a diagram.

OR

Q.4. What is lateralization of the brain? Discuss the functions of left brain and right brain.

Q.5. Write Short Notes on any three:

- a) Documentary
- b) Functions of Reading
- c) Advantage of Verbal Communication
- d) Interview
- e) Importance of Presentation

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS

DEPARTMENT : BMM

SEMESTER : I

CLASS: FYBAMMC

SUBJECT: HISTORY OF MEDIA

Time: 2:30 Hrs

Marks: 75

Instructions:

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

Q1 --- Explain the concepts (Any 5)

15

- a) Indian Readership Survey
- b) The Madras Courier
- c) Indian Press Act, 1910
- d) Impact of Radio communication
- e) Impact of TV communication
- f) The Saellite Instructional Television Experiment
- g) DTH platform
- h) Federation of Indian Chambers of Commerce & Industry

Q2---- Answer any two (7 and half marks each)

15

- A) History of Radio communication
- B) History of Television communication

OR

- C) Tamil Journalism
- D) Marathi Journalism

15

Q3--Answer any two (7 and half marks each)

- A) What was the purpose of Indian Press during British Raj?
- B) Provide about the first newspaper in India.

OR

- C) Why is Raja Ram Mohan Roy considered as the founder of revolutionary Indian Press?
- D) How did the rise of Hindi language make an impact on media?

15

Q4 Explain the detail the role of regional press

15

OR

Q4 Explain in detail about Bengali Journalism

15

Q5- Short notes (Any 3 for 5 marks each)

- a) Akashwani
- b) Privatisation in Television Broadcasting
- c) Maulana Abul Kalam Azad
- d) Oriya Journalism
- e) Kannada Journalism

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BMM	SEMESTER : I
CLASS FYBAMMC	SUBJECT: FOUNDATION COURSE -I
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

Q.1 Explain the following concepts.

15 Marks

- a) Australoids in India
- b) Brahmins in India
- c) Freedom of religion
- d) Corruption in politics
- e) Meaning of Sovereign
- f) Influence of western culture
- g) Reservation
- h) Preamble

Q.2.A) Explain the types of Social Stratification in India.

15 Marks

B) Explain the characteristics of people living in tribal areas.

OR

C) Bring out the solution to Indian Women's socio economic problem.

D) Discuss various causes of violence against women in India.

Q.3.A) What are the various levels and causes of Mental retardation.

15 Marks

B) Explain the negative portrayal and positive portrayal of women in Media.

OR

C) Explain the measures to resolve Communalism in India.

D) Explain the contribution of women in Indian politics.

Q.4.A) Explain the various special benefits for persons with disabilities.

15 Marks

OR

B) Explain the various ill effects of caste system in India.

Q.5 Write short notes on (Any three)

15 Marks

- a) Portrayal of Women in media
- b) Caste conflicts in India
- c) Islamic religion
- d) Right To Freedom
- e) Schemes by government to solve the problems of declining sex ratio.

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BMM	SEMESTER : I
CLASS FYBAMMC	SUBJECT: CURRENT AFFAIRS
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.

Q-1 Explain Concept (Any five-3 Marks each) (15)

- a) Narendra Modi
- b) Make in India
- c) CISF
- d) Floods in Maharashtra
- e) Godhra Riots
- f) Pradhan Mantri Awas Yojana
- g) NSG
- h) AI

Q-2 Attempt Any two (7 and Half each) (15)

- a) Highlight Political career of Shri Uddhav Thakrey.
- b) Give your view on crisis of Jet Airways.
- c) Explain United Nations System and Home it Functions effectively for various issues on global front.
- d) Explain use of data science in media.

Q-3 Attempt Any two (7 and Half each) (15)

- a) Describe Protection of Human Rights (Amendment) Bill 2019
- b) Elaborate departments under Ministry of Home Affairs.
- c) How mobile applications are useful for Journalist.
- d) What are tools used as content Automation?

Q-4 Attempt Any one (15)

- a) Give your views on Politics of Maharashtra with respect to different political parties.
- b) "Does revocation of triple talaq gives equality to muslim women"-Explain.

Q-5 Short Notes (Any 3) (15)

- a) Chandrayan-2
- b) Babri Mosque demolition
- c) World Cup 2019
- d) BSF
- e) Schedule Tribes

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS

DEPARTMENT : BMM

SEMESTER : I

CLASS: FYBAMMC

SUBJECT: VISUAL COMMUNICATION

Time: 2:30 Hrs

Marks: 75

Instructions:

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

1. Explain the following concepts: (Any 5)

(15 Marks)

1. Perceptual theory
2. Explain hue
3. Experimental film
4. 2D animation
5. Visual effects
6. Greyscale
7. Logogram

2. Answer any two of the following:

(15 Marks)

1. Explain in brief the concept of ideogram and logogram
2. Explain complementary colour scheme
3. Distinguish between sensual and perceptual theories.
4. What is the importance of animation and visual effects?

3. Answer any two of the following:

(15 Marks)

1. Define visual communication. What is the importance of visual communication?
2. Explain tertiary colour theory in detail.
3. What is Gestalt psychology?
4. What is script writing? Explain its types?

4. Answer any two of the following:

(15 Marks)

1. How vital is folk and performing arts in India?
2. Explain the importance of ethics in the age of social media.
3. Explain the importance of social media in terms of visual expression.
4. Explain visual stereotyping in the age of social media.

Short Notes: (Any 3)

(15 Marks)

1. Cool colour
2. Conception of visual language
3. Visual effects
4. Cartoonist
5. Ecological theory

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS	
DEPARTMENT : BMM	SEMESTER : I
CLASS: FYBAMMC	SUBJECT: FUNDAMENTALS OF MASS COMMUNICATION
Time: 2:30 Hrs	Marks: 75

Instructions:

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

Q 1: Explain the following concepts: -

(15 Marks)

- a) Social communicator
- b) Impact of Mass media on Development
- c) Kirtan
- d) Nagara
- e) Sadharanikaran
- f) Print
- g) NIC (National Informatics Centre)
- h) National e-governance plan

Q 2: Answer any two of the following :-

(15 Marks)

- a) Explain with example how newspaper serves the function of Mass Communication.
- b) Discuss the difference in Hub model and DeFleur's model of communication.

OR

- c) What are the challenges of Mass Media today?
- d) Explain the Evolution of television in India with specific reference to Doordarshan.

Q. 3: Answer any two of following

(15 Marks)

- a) Discuss the growth and evolution of Print Media.
- b) What is the difference between Public relation and Advertising?

OR

- c) Write short history of "Films in India" and explain any two decades of Hindi Cinema.
- d) Explain the significance of media in social development.

Q. 4: Define media convergence and its impact on various dimensions in detail. (15Marks)

OR

Q.4 Explain the code of conduct for advertisers in India.

Q. 5: Write short notes on any three of the following:

(15 Marks)

- a) Contribution of Jyotiba Phule
- b) Technological advancement of Media
- c) Mahatma Gandhi as Political Communicator
- d) World Wide Web
- e) Radio