

Question Paper Set of

S.Y.B.M.M. – Sem-IV

Regular Exam

University of Mumbai

April, 2019

SYBmm SEM-IV APRIL 2019

Time: 2.30 Hrs

Marks: 75

- Note: 1) All questions are compulsory.
2) All questions carry equal marks

Q1) Recognize the facts given below in a news report using the inverted pyramid. Give an appropriate heading: (15)

Deccan Odyssey, India's leading luxury train made history at the World Travel Awards (WTA), after being named as Asia's Leading Luxury Train for the 5th time in a row. The country's premier luxury train conceptualised by Maharashtra Tourism Development Corporation (MTDC) and operated by Cox & Kings is known for its majestic journeys and exemplary service worldwide. The winners of the prestigious award were announced at a glittering ceremony held at the Intercontinental Grand Stanford Hong Kong on 3rd September 2018.

The only luxury train in India that traverses through all the major tourist destinations, Deccan Odyssey is also a gateway to the little known cultural secrets of the country. This Indian Luxury Train showcases the perfect mix of quaint décor together with heritage and culture of the Deccan dynasties.

The lavish cabins sport ethnic design that lets the international travellers experience Maharashtra's yesteryear's beauty in person. The intrinsic art of Warli, worn by the magnificent train is taken to the rest of the country as it chugs through different states.

The train is home to four resplendent Presidential Suites with exquisite decor and all modern amenities. The two gourmet restaurants, Waavar and Utsav onboard help our guests taste the local specialities of each of the very diverse states that the train makes its way through. These are supplemented by a full bar, a lounge even a spa and a beauty salon. The royal train also boasts of unique features and amenities such as 24*7 Wi-Fi connectivity, cell phones & LCD TVs in every cabin.

The World Travel Awards is considered by many as the "Oscars of the Travel Industry" that celebrates excellence in global tourism.

Q2) A) Explain the different types of leads with suitable examples. (15)

OR

Q2) B) What are the tools for reporters? (7)

Q2) C) Bring out the risks of Citizen Journalism. (8)

Q3) A) Explain the basic components of a news story.

(15)

OR

Q3) B) What is the role of Print medium?

(7)

Q3) C) How does Journalism work at the digital age?

(8)

Q4) A) Explain the history of Indian Journalism in detail.

(15)

OR

Q4) B) Bring out the role of Photography.

(7)

Q 4) C) Explain the role of various sources in the News organization.

(8)

Q5) Write short notes (Any three)

(15)

- a. Beat Reporting
 - b. News Agencies
 - c. Impact of printing
 - d. Press Council of India
 - e. Bengal Gazette
-

Time 2.5 hrs.

Marks: 75

- (1) Please check whether you have the right question paper
- (2) All questions are compulsory and carry equal marks
- (3) Figures to the right indicate marks

Q.1. Explain matrix organizational structure with its strengths and weaknesses. Prepare a suitable matrix organization chart for an advertising agency. [15]

Q.2. A. Organizational culture is the personality of an organization. How can one create, maintain & change culture of an organization. [15]

OR

B. Define organizational behaviour. Highlight the difference between Autocratic and Supportive models of organizational behaviour. [8]

C. Write a note on Maslow's Need Hierarchy theory. [7]

Q.3. A. Define the term 'stress'. What are the common sources & strategies to overcome organizational stress? [15]

OR

B. Explain Team work. How can one create effective teams? [8]

C. Discuss J.Stacy's Equity Theory of motivation. [7]

Q.4. A. Describe the various techniques of group decision making. [15]

OR

B. What are the qualities and functions of an effective leader? [8]

C. Explain the managerial grid of leadership proposed by Blake & Mouton. [7]

Q.5. Write a short note on any three of the following:- [15]

1. Objectives of organizational behaviour.
2. Group norms & group cohesiveness.
3. Virtual organization.
4. 3 stage socialization process.
5. Women & leadership.

(2½ Hours)

(Total Marks : 75)

- Q1. a)** What do you understand by a Video Documentary? Write a two column script for a Video documentary on any subject of your choice. (Duration: 5 mins.)

(15)

- Q2. a) Design a Radio program for children on an FM channel in Mumbai. Discuss content, Age group of children, Purpose of the program & Potential sponsors. (Duration: 10 mins)**

(15)

- Q.3.** a) Explain the role of Community Radio in India.
b) Discuss the role of...

- b) Discuss the role of natural & ambient sound on Radio & TV

(08)

- c) Discuss various camera shots /angles.

(15)

- Q.4 a) Discuss the evolution & growth of TV in India.

- b) Discuss the role of Prasar Bharti.

(08)

- c) Write in detail the production process in **Television or Radio**

(07)

- c) Write in detail the production process in **Television or Radio**

(15)

- Q5. Write short notes on (Any three):**

(15)

- i) Mann ki baat

- ii) TV News

- iii) Sports Broadcasting

- iv) Studio setup

- v) Online Editing

SUBMM SEM-IV

APRIL 2019

Marks- 75

Time- 2.30hrs

Q. 1. Case study:

(15)

Aditya Birla group entered the retail sector with Aditya Retail in 2006. Initially they took over Trinathre a retail chain and in 2007, under the division Aditya Birla Nuvo started the 'More' chain of supermarkets and hypermarkets. 'More' has a Pan India presence with 575 supermarkets and 12 hypermarkets known as 'More megastores'.

The core essence of 'More' is 'Hamesha Extra'. More has ones 11,000 employees in 2009. In 2011 more was adjusted the best Employer in the retail sector by the Asia Retail congress.

The challenge for 'More' as for competitors like Big Bazar is to ensure greater foot falls on a regular basis. You are given charge of Marketing strategy.

Task:

1. Write target audience for the above case study. (5)
2. Which media channels can be used by 'More' supermarket? (5)
3. Support marketing strategy with any two IMC tools. (5)

Q. 2. A. Write a note on agency structure and the functions of advertising agency in detail. (15)

OR

- B. What are the various methods of defining advertising budget? (8)
- C. Write a note on client-agency relationship. (7)

Q. 3. A. Define marketing brief. Write a detail note on marketing brief. (8)

B. Explain the 3 stages of buying behaviour. Evaluate with AIDA model. (7)

OR

- C. What are the various functions of advertising? (8)
- D. What are the effects of advertising on society? (7)

Q. 4. A. Explain the importance of pretesting. What are the various methods of pretesting of the advertisements? (8)

B. Discuss in detail the elements of copywriting. (7)

OR

C. What is concept testing? What are the methods of concept testing? (8)

D. What is IMC? What are the various IMC tools? (7)

(15)

1. USP
2. Advertising strategy
3. 5 M' of advertising
4. DAGMAR
5. Importance of visualisation in ads

S4BMM Sem-IV APRIL 2019

04/05/19

Ex 112

DURATION: 2.5 Hrs

MARKS : 75

Note: i) All Questions are compulsory
ii) Figures to the right indicate full marks

Q1) A researcher wants to conduct a research on growth of 'Yoga Tourism' in India. Suggest three probability and three non-probability sampling methods that can be considered for actual data collection. Give reasons for the consideration of your sampling method. (15)

OR

Q1) 'Research is a well thought of process which involves many steps'. With respect to the given statement describe the various stages in the research process? (15)

Q2. a) What is research? What are the basic objectives of research (8)
b) Bring out the difference between qualitative and quantitative research. (7)

OR

c) What is a hypothesis? Why is it important in a research study? (8)
d) What is a research design? What is the role of extraneous variable, control groups and dependent and independent variable in a research design? (7)

Q3. a) Illustrate the ways in which Primary Data can be collected. (8)
b) Describe the various types of measurement scales available for analyzing data. (7)

OR

c) What are the different types of interview method to collect data? (8)
d) Write a short note on processing of data. (7)

OR

Q4. a) Briefly explain the scope of research in advertising. (8)
b) Write a note on Barthes primary and secondary level of significance (7)

OR

c) What is semiotics? Explain the meaning of signifier and signified with relevant example. (8)
d) Elaborate the design of a research report. (7)

Q5 Write short notes on ANY THREE of the following.

- Schedule (15)
- Ethnography
- Content analysis
- Literature review
- Tabulation

Note: All Questions Are Compulsory.
All questions carry equal marks.
Internal options are available.
Draw suitable diagrams wherever necessary to support your answer.

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- Q.1 Define the concepts: **Any Five** 15
- A Zoom Lens
 - B Process colours
 - C Signature
 - D Exposure
 - E Lens: 70~200mm f'-1:2.8 ED, IF; Ø72mm
 - F Metering Modes
- Q.2 A Compare Depth of Field & Bokeh. Comment on the factors responsible for Depth of field. 08
- B What is 'Exposure Compensation'? What are the situations where it is necessary to use? 07
- OR**
- C What is 'Composition'? Describe with diagrams any six rules of composition. 15
- Q.3 A Explain 'Three point Lighting'. Why lighting is necessary? Discuss any two lighting techniques. 08
- B What is 'Synchronisation'? Discuss on applications of Slow Sync. 07
- OR**
- C Explain 'Gravure printing' process & comment on the technology, quality, cost & limitations of gravure printing. Diagram necessary. 08
- D What is 'Perspective'? Discuss types of perspective & give two examples. 07
- Q.4 A Discuss various techniques to achieve 'Motion Blur.' Comment on Degree of blur. 08
- B What is 'Colour Temperature'? Explain its relation to 'White Balance'. Explain all presets of White Balance in camera. 07
- OR**
- C What is 'Quality of Light'? What are the factors it depends on? Discuss various light modifiers. 15
- Q.5 Write short notes on **Any Three** of the following. 15
- A Exposure Modes
 - B Silk Screen Printing
 - C LPI & Screen angle
 - D Exposure Triangle
 - E Halftone