

Question Paper Set of

T.Y.B.M.M. – Sem-V

Regular Exam

University of Mumbai

December, 2022

[Time: 2 ½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Marks are indicated to the right of each question.
 3. Please give suitable examples wherever necessary.

Q.1 Case Study: Multimedia Campaign

(15)

The modern young Indian girl is extremely determined and fiercely driven by her passions. She is unafraid of conforming to societal norms and bravely pursues her dreams without regard to traditional stereotypes. To help them explore and discover new opportunities BSA LB is set to launch their latest range of girls' cycles during the ongoing festive season. With their new range of vibrant contemporary cycles, they want to bring a new offering into the market that is as dynamic and energetic as the girls who ride them. They hope to empower the young girls of today and tomorrow and open a world of possibilities and the campaign will be an ode to their drive and courage.

1. Prepare a creative brief for making an impact on target audience. (5)
2. Suggest an appropriate message strategy. (2)
3. Create 2 press advertisements based on the creative brief. (4)
4. Prepare a storyboard for television commercials based on the creative brief. (4)

OR

Q.1 Case Study: Multimedia Campaign

(15)

Ferns N Petals wishes to launch a campaign that puts old friends, renewing forgotten ties and appreciation at the forefront. On the occasion of Diwali, celebrating human relationships and how gifts can play a pivotal role to rekindle old friendship and other relationships that we might have missed connection of in our busy lives –

#DiwaliRishtonWali will be the main focus of the campaign.

1. Prepare a creative brief for making an impact on target audience. (5)
2. Suggest an appropriate message strategy. (2)
3. Create 2 press advertisements based on the creative brief. (4)
4. Prepare a storyboard for television commercials based on the creative brief. (4)

Q.2 Attempt any one set questions:

- A) Define creativity. Discuss the five various stages of the creative process? (5)
- B) Create a radio spot for Kotak Mahindra's new credit card. (3)

OR

- C) Explain the importance of emotionality and storytelling to influence the audience (5)
- D) Write a direct mailer announcing Starbucks' new Christmas special menu. (3)

Q.3 Attempt any one set questions:

- A) How is Advertorial Copy different from Infomercial copy? (7)
- B) Give two examples each of demonstrative and comparative types of advertising and justify. (8)

OR

- C) Describe the various elements of print advertisement. (7)
- D) Prepare a poster for the brand Indigo announcing the airline's new festive fares offer. (8)

Q.4 Attempt any one set questions:

- A) What is Trans creativity and discuss the importance and scope of use of Trans creativity in advertisement copy? (7)
- B) Write a press release on behalf of Loreal about a new line of natural-beauty products (8)

OR

- C) Evaluate the copywriting style of any one advertising campaign of the best advertising agency for their clients. (15)

Q.5 Write short notes on ANY THREE of the following:

- a. SMS copy for Makemytrip's festive fares offer (15)
- b. Write a classified ad for vacancy for a copywriter at an ad agency.
- c. Transit ad vs. ambient ads
- d. Evaluate any ad with Rational Appeal
- e. Product Brief

Time - 2 ½ hours

Marks: 75

वेळ - २ तास ३० मिनीटे

गुण - ७५

N.B. (All questions are compulsory)

सूचना : - सर्व प्रश्न सोडविणे आवश्यक आहे

Q- 1. Read the press release carefully and write the story in Inverted Pyramid style? (15 marks)
Give a suitable headline.

प्रश्न १) खालील पत्रक नीट वाचून त्यावरून उलट्या पिरॅमिडच्या पद्धतीने बातमी तयार करा. बातमीला योग्य शीर्षक द्या. (१५)

Around 70 shortlisted films will be presented to the public in April 2023 via WHO's Youtube channel and website. From this list, a jury of distinguished professionals, artists, activists and senior experts at WHO will select the award-winning films. Sharon Stone, critically acclaimed actress from the USA and public advocate of health and humanitarian issues, has confirmed that she will join the jury again in 2023, having participated in the 2022 festival. The WHO Health for All Film Festival has become an incredible platform for telling powerful stories from around the world about people who face all kinds of health challenges, and those who devote their lives to improving health," said WHO Director-General, Dr Tedros Adhanom Ghebreyesus. "Films provide an authentic way for affected people to connect with others and contribute to a better understanding of the communities we serve." WHO has launched a call for short films for the 4th edition of the Health for All Film Festival? The call for short films (up to 8 minutes long) opens on 31 October 2022 and will close on 31 January 2023. WHO invites public institutions, nongovernmental organizations, communities of patients and of health workers, students in public health and film schools from around the world to submit their original short film? The festival is also open to independent film-makers, production companies and TV broadcasters.

सुमारे ७० शॉर्टलिस्ट केलेले चित्रपट एप्रिल २०२३ मध्ये जागतिक आरोग्य संघटनेच्या (WHO) युट्यूब चॅनल आणि वेबसाईटच्या माध्यमातून लोकांसमोर सादर केले जातील. या यादीमधून प्रतिष्ठित व्यावसायिक, कलावंत, कार्यकर्ते आणि डब्ल्यूएचओचे वरिष्ठ तज्ज्ञ पुरस्कार विजेत्या चित्रपटांची निवड करतील. समीक्षकांनी गौरवलेली आणि आरोग्य तसेच मानवतावादी समस्यांची दूत म्हणून ओळखली जाणारी अमेरिकेची अभिनेत्री शेरॉन स्टोन यांनी आपण २०२२ नंतर पुन्हा एकदा २०२३ मध्ये ज्युरीमध्ये सहभागी होणार असल्याच्या बातमीची पुष्टी केली. डब्ल्यूएचओ हेल्थ फॉर ऑल हा चित्रपट महोत्सव जगभरात विविध आरोग्य समस्यांना तोंड देणाऱ्या आणि आरोग्य सुधारण्यासाठी आपले जीवन समर्पित करणाऱ्या सगळ्यांसाठी आपली कथा प्रभावीपणे सांगण्याचे एक दमदार माध्यम बनले असल्याचे, डब्ल्यूएचओचे महासंचालक डॉ. टेड्रोस अधानोम गेब्रेयेसस म्हणाले. "प्रभावित लोकांना इतरांशी जोडण्यासाठी आणि आम्ही सेवा देत असलेल्या समुदायांना अधिक चांगल्या पद्धतीने समजून घेण्यासाठी हे चित्रपट मदत करतील." हेल्थ फॉर ऑलच्या चौथ्या वर्षासाठी डब्ल्यूएचओने लघुपटांसाठी आवेदने मागवायला सुरुवात केली आहे. लघुपट (जास्तीत जास्त ८ मिनीटांच्या लांबीचे) ३१ ऑक्टोबर २०२२ पासून पाठवले जाऊ शकतात तर ३१ जानेवारी २०२३ हा लघुपट पाठवण्याचा अंतिम दिवस असेल. डब्ल्यूएचओने जगभरातल्या सार्वजनिक संस्था, बिगर सरकारी संस्था, रुग्णांसाठीचे समुदाय आणि आरोग्य कर्मचारी, सार्वजनिक आरोग्य तसेच विविध चित्रपटविषयक संस्थेच्या विद्यार्थ्यांना आपले नवनिर्मित लघुपट सादर करण्यासाठी आमंत्रित करते. हा महोत्सव स्वतंत्र चित्रपट निमति, निर्मिती कंपनी आणि टीव्ही प्रक्षेपकांसाठीही खुला आहे.

Q- 2 (A) What role do news sources play in journalism? Explain different types of sources (8 marks)

प्र २) अ) पत्रकारितेत बातम्यांचे स्रोत काय भूमिका बजावतात? विविध प्रकारचे स्रोत कोणते ते लिहा. (०८)

Q- 2 (B) What do you understand by news values? Do they play a significant role in selecting news for the newspaper? Explain. (7 marks)

प्र २) ब) बातमी मूल्ये म्हणजे काय? वृत्तपत्रातील बातम्यांची निवड करताना बातमी मूल्ये महत्त्वाची भूमिका कशी बजावतात, ते स्पष्ट करा. (०७)

OR किंवा

Q- 2 (C) Discuss the significance of Citizen Journalism in today's time with reference to 'Kerala Floods' (8 marks)

प्र २) क) 'केरळ पूर'चा संदर्भ लक्षात घेऊन आजच्या काळात जन पत्रकारितेचे महत्त्व काय ते सांगा. (०८)

Q2 (D) Reporters are the eyes and ears of a media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter. (7 marks)

प्र २) ड) कोणत्याही माध्यम संस्थेचे डोळे आणि कान म्हणजे पत्रकार असतात. या विधानाशी तुम्ही सहमत आहात का? पत्रकाराचे कार्य सांगून तुमचे उत्तर स्पष्ट करा. (०७)

Q- 3 (A) What is investigative journalism? Discuss with examples. (8 marks)

प्र ३) अ) शोध पत्रकारिता म्हणजे काय? योग्य त्या उदाहरणांसह उत्तर लिहा. (०८)

Q- 3 (B) How reliable are government databases in telling the truth and giving complete and accurate information? Give some fact-checking tips for reporters. (7 marks)

प्र ३) ब) सत्य कथन आणि माहिती संपूर्ण व अचूक चांगणे यासाठी सरकारी माहिती कितपत विश्वासाई असते? तथ्य तपासणीसाठी (फॅक्ट चेकिंग) पत्रकारांना काही उपयुक्त सूचना द्या. (०७)

OR किंवा

Q- 3(C) Sensitivity is needed when reporting about disaster and death. Justify the statement. (8 marks)

प्र ३) क) आपत्ती आणि मृत्यूची बातमी देताना संवेदनशीलता आवश्यक असते, या विधानाचे समर्थन करा. (०८)

Q- 3 (D) Define news. Discuss the main elements of news. (7 marks)

प्र ३) ड) बातमी म्हणजे काय? बातमीचे मुख्य घटक कोणते? (०७)

Q- 4 (A) How important is it to understand the law and investigation procedure of different investigating agencies and police for a crime reporter? (8 marks)

प्र ४) अ) गुन्हेविषयक बातमीदारासाठी विविध तपास यंत्रणा आणि पोलीस यांचे वेगवेगळे कायदे आणि तपास प्रक्रिया समजून घेणे का आवश्यक असते? (०८)

Q- 4 (B) Can celebrity lifestyle stories be covered as news items or should this be described as sensationalism? Discuss (7 marks)

प्र ४) ब) सेलिब्रिटींच्या लाईफस्टाईलशी निगडीत गोष्टी न्यूज आयटम म्हणून दिल्या जाव्यात की सनसनाटी बातम्या म्हणून द्याव्यात याबद्दल चर्चा करा. (०७)

OR किंवा

Q- 4(C) What are the fundamental principles of news report writing? (8 marks)

प्र ४) क) बातमी लेखनाची मूलभूत तत्वे कोणती? (०८)

Q- 4 (D) How ethical it is to use spy tools while reporting? Take your stand justifying with an example. (7 marks)

प्र ४) ड) स्पाय टूल्सचा वापर करणे कितपत नैतिक आहे? याबद्दलची तुमची भूमिका योग्य त्या उदाहरणांसह स्पष्ट करा. (०७)

Q 5- Write short notes (Any three) (15 marks)

प्र ५) टिपा लिहा (कोणत्याही तीन) (१५)

A. News Beat

१. बातमीचे बीट

B. Human Interest Reporting

२. मानवी स्वारस्य बातमीदारी

C. RTI as tool for reporters

३. बातमीदारासाठी आरटीआय हे साधन

D. Page 3

४. पेज ३

E. News Interview

५. बातमीसाठी मुलाखत

Q- 4 (B) Can celebrity lifestyle stories be covered as news items or should this be described as sensationalism? Discuss (7 marks)

प्र ४) ब) सेलिब्रिटींच्या लाईफस्टाईलशी निगडीत गोष्टी न्यूज आयटम म्हणून दिल्या जाव्यात की सनसनाटी बातम्या म्हणून द्याव्यात याबद्दल चर्चा करा. (०७)

OR किंवा

Q- 4(C) What are the fundamental principles of news report writing? (8 marks)

प्र ४) क) बातमी लेखनाची मूलभूत तत्त्वे कोणती? (०८)

Q- 4 (D) How ethical it is to use spy tools while reporting? Take your stand justifying with an example. (7 marks)

प्र ४) ड) स्पाय टूल्सचा वापर करणे कितपत नैतिक आहे? याबद्दलची तुमची भूमिका योग्य त्या उदाहरणांसह स्पष्ट करा. (०७)

Q 5- Write short notes (Any three)

(15 marks)

प्र ५) टिपा लिहा (कोणत्याही तीन)

(१५)

A. News Beat

१. बातमीचे बीट

B. Human Interest Reporting

२. मानवी स्वारस्य बातमीदारी

C. RTI as tool for reporters

३. बातमीदारासाठी आरटीआय हे साधन

D. Page 3

४. पेज ३

E. News Interview

५. बातमीसाठी मुलाखत

Time 2 1/2 hours

Total marks-75

- ❖ All questions are compulsory
- ❖ Figures to the right indicate full marks
- ❖ Give relevant examples wherever necessary

Q.1 A. Explain the role played by ICIJ through which internal documents and data of the Panamanian law firm were made available to the global team of journalists? How did global media and Indian media report on Panama papers? (15)

OR

B. Elucidate a case study on Watergate Scandal with reference to the role of Media and Investigative Journalists. (15)

Q.2 A. An investigative reporter should possess the qualities of a detective, of a lawyer and of a psychologist over and above a nose for news". Comment. (8)

B. What is sting operation? Give example and discuss the ethicality of such reporting. Do you justify it? (7)

OR

C. Explain CIJ in brief. State its importance in the field of Investigative Journalism along with an example. (8)

D. Most news stories in investigative journalism have a follow up. Justify with the help of an example. (7)

Q.3 A. Why is the Official Secret Act considered draconian? Cite an example of Kulbhushan Jadhav. (8)

B. Explain the provisions of the RTI Act and bring out its relevance to journalists with relevant examples. (7)

OR

C. What is defamation? Distinguish between libel and slander. When is a journalist accused of the charge. (8)

D. Define Source. What are the different sources an investigative journalist uses while working on a story? (7)

Q.4 A. Fact checking is essential due to information overload. Give reference to fact checking tools that one can use for verification. (15)

OR

B. Enlist the various criticism done on Investigative Journalism as a field of journalism. Do you agree with them? (15)

Q.5 Write Short Note On (Any 3) (15)

1. On-records & Off-records
2. Digital Verifying Tools
3. Hypothesis
4. Whistleblower
5. Gatekeepers

Time :- 2 ½ hours

Marks:- 75

Note:-

- 1) All questions are compulsory.
- 2) Figures on the right indicate marks.
- 3) Calculators are allowed.

Q. 1 Case study

- a. "Learning Craft" is an e-learning application focusing on skill-based programs for youth associated with National Skill Development Corporation (NSDC). They are launching new courses, especially short-term certificate courses with internship cum job after the completion of the course. They have expansion plans targeting second-tier cities in India. As a researcher suggest appropriate research design, sampling method, and research process to facilitate the expansion plan of "Learning Craft" application. (10)
- b. A survey on the heights (in cm) of 50 boys of class FIVE AND SIX was conducted at a college and the following data were obtained. Find the Mean, Median, Mode and range of the above data. (5)

| Height (in cm) | 120-130 | 130-140 | 140-150 | 150-160 | 160-170 | Total |
|----------------|---------|---------|---------|---------|---------|-------|
| No of boys | 2 | 8 | 12 | 20 | 8 | 50 |

OR

- c. Driving or riding in a vehicle in India is becoming dangerous as a result of the country's growing population and rising vehicle fleet. The number of traffic accidents in India is alarmingly high, especially in Maharashtra. Design a questionnaire to understand people's awareness of Rules of road regulation and guidelines to be followed while driving a vehicle. (8)
- d. "Smartphone addiction as an emerging behavioural form of addiction among teens in India". Write a report analyzing the validity of the statement. (7)

Q.2 Answer the following:-

- a. Discuss Observation as a primary data collection method. (8)
- b. What is pricing research and explain the measures of pricing research? (7)

OR

- c. Discuss the various physiological testing methods used in advertising research. (8)
- d. What are measures used in post-testing? (7)

Q.3 Answer the following:-

- a. What are the challenges faced in pre-testing in advertising research? (8)
- b. Explain the various methods of conducting product testing? (7)

OR

- c. Describe projective techniques and its implication in research process. (8)
- d. What is copy research and explain various methods used under copy research? (7)

Q.4 Answer the following:-

- a. "Non-probability sampling is method of selecting sample on basis of subjective judgment rather than random selection", explain the statement and types of methods used under non-probability sampling. (8)
- b. What is research report writing and elaborate the components included in research report? (7)

OR

- c. What are the guidelines for formulating a good questionnaire and describe types of questions that can be incorporated in the questionnaire? (8)
- d. What is research design and elaborate on types of research design? (7)

Q.5 Short notes: - (Any three)

- a. Literature Review.
- b. Experimental Research.
- c. Types of Hypotheses.
- d. Qualitative Vs. Quantitative Research.
- e. Primary Research.

T4B Amme (J)

TIME: 2 HOURS

MARKS- 75

NB: All Questions are compulsory.

Q1. Justify the concessions and facilities given to ~~Some persons~~ Person with Disability in regard to challenges faced by them.

(15)

Q2. A) Write a Profile article on an influential Political Personality.

(7)

B) How can features be used to advance social justice?

(8)

OR

Q2. C) How does one come up with ideas for features? How is story mapping done?

(7)

D) Write a Human Interest story that is inspirational or motivating.

(8)

Q3. A) Illustrate on any one Developmental Project taking place in the Country and write a detailed Article for the same.

(7)

B) Do you think observation and listening skills are important for a feature writer? Why?

(8)

OR

Q3. C) Write a blog highlighting the sore points one comes across while dealing with the issue of Mental health, especially in a city like Mumbai.

(7)

D) 'Journalist play a vital role in voicing out for Urban Poor' comment on the statement.

(8)

Write an article on the challenges faced by them.

Q4 Do you think a journalist can help to improve the situation of people in Jails in Mumbai.

Enumerate on your ideas and write a feature story.

(15)

Q. 5 Write short notes on any three:

(15)

1. Tools and techniques feature writing
2. Ministry of Social Justice & Empowerment
3. Unemployment : a curse in the City of Mumbai
4. Crime against Person with Disability
5. Digital Education in Covid-19

TUBAMMC (A)

(2 ½ Hours)

[Total Marks: 75]

- N.B.: 1. Attempt all questions (Q.1 is compulsory)
2. All questions carry equal marks
3. Figures to the right indicate full marks

Q. 1. Case Study:

(15)

The Indian Khadi apparel wants to introduce its products in International Market. As a marketing consultant to the company kindly elaborate on the problems company going to face in the USA and China. Discuss market entry and communication strategy.

- Q.2. a) What is Globalisation? Explain the advantages and disadvantages of globalisation. (08)
b) Explain the difference between global and international marketing. (07)

OR

- Q. 2. c) Explain the role of WTO and GATT in promoting trade across the world. (08)
d) State the impact of globalisation on Indian advertising. (07)

- Q.3. a) With the help of a recent trend elaborate on the emergence of global brands and trends. (08)

- b) Discuss Global Advertising Regulations. (07)

OR

- Q.3. c) Explain the concept of Global Branding. What are the advantages and Disadvantages of Global Branding and Advertising? (08)
d) Discuss strategies that increase brand awareness in the online scenario. (07)

- Q. 4. a) Explain the role and relevance of advertising and promotion in Global Society. (08)
b) Discuss the different propaganda techniques used in international advertising. (07)

OR

- c) Explain the negative impact of international brands on local society. (08)
d) What are the internal challenges faced by international advertising? (07)

Q. 5. Write Short notes. (Any Three)

(15)

1. New Media Culture.
2. Netflix as a Global Brand.
3. Western and non-western media content.
4. Media imperialism.
5. ASCI.

Please check whether you have got the right question paper.

N.B: 1. All Questions are compulsory.

Q.1

Rewrite the following passage keeping the format of Inverted Pyramid in mind. Correct punctuation, spelling, Grammatical and factual errors. Give suitable Headlines and suggest a visual one for broadsheet and one for Tabloid.

NEW DELHI: PM Narendra Modi on Tuesday unveiled the logo theme and website for India's G20 presidency saying the opportunity to lead the powerful grouping represents a moment of pride for the country as well growing global confidence in it. The PM said while each meeting of a powerful block like G20 has its own diplomatic and geo-political significance, for India the significance of hosting it is much more "India sees it as a new responsibility and as a measure of the international community's rising confidence in it. Today there is tremendous curiosity across the globe about India which is now being analyzed in a new context. People are studying our current achievements while expressing optimism about our future" said Modi. Modi said Indian philosophy of monism (Advaita) reflects the belief in the essential unity of all living beings "This school of thought can provide a way out of the conflicts and dilemmas which are rife in the contemporary world. The choice of logo and the theme represents India's effort to promote to reinforce the Buddha's message of peace and Gandhian resistance to violence" he said.

- Q.2 A) What are the factors involved in finding the right story angle. (07)
B) Can obituaries be critical? What is the need for factual verification and tone while writing an obituaries? (08)

- C) What is a podcast and how does it work? (07)
D) What is the scope and importance of Visual Writing? (08)

- Q.3 A) Prepare an interview of any celebrity based on different types of Interview Questions (15)
(AT LEAST 10 QUESTIONS)

- B) Explain Different Types of Leads. (07)
C) Write a review on any recently watched movie. (08)

- Q.4 Read the following leads and with the help of a diagram indicate the placement of any 5 on the front page of a National broadsheet newspaper. Give justification for your placement. (15)

1. International: WASHINGTON: Elected Republicans are eager to claw back power in Congress, working to limit the Democratic two-party hold in Washington and putting the future of President Joe Biden's agenda on ice this Election Day.

2. Politics: NEW DELHI: Bypoll to Khatauli assembly seat in Uttar Pradesh will be held on December 5, the Election Commission said on Tuesday. The bypoll was necessitated after BJP MLA Vikram Singh was last month convicted in a case related to the 2013 Muzaffarnagar riots and handed down a two-year jail term.
3. Sports: MUMBAI: Former South African batter AB de Villiers has offered his prediction for the ICC T20 World Cup final, saying that India will play New Zealand in the summit clash and lift the trophy for the second time.
4. Lifestyle: Good news for all music lovers. Locals District Festival is all set to make a comeback with its 4th edition, which will be hosted at the grand palatial heritage property of Ram Bihari Palace in Alwar.
5. City: BAREILLY: A local trader in UP was "stoned to death" for merely asking a young man not to use a loud hooter horn continuously in the neighborhood.
6. Education: NEW DELHI: Delhi University will close the mid-entry registration today for admission to undergraduate courses for the academic year 2022-23.
7. Off beat: Legendary Indian cricketer Sachin Tendulkar on Tuesday posted a "feel good" video on his Instagram handle in which he was seen interacting with some of the local fishermen in Goa. In the video, the batting maestro, dressed in a t-shirt and shorts, called his fishing experience "unbelievable". He was seen talking to local fishermen on the Benaulim beach and understanding how they use the traditional fishing gear "rampon" to net fish.

Q.5

Write short note on any three:

1. Agony Aunt
2. Page Layout
3. Film Review
4. Net cast
5. Writing for digital

(15)

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

1) N.B:

- 2) Figure to the right of the question.
- 3) Draw suitable diagrams wherever necessary.
- 4) Illustrate your answer with examples.

(a) Explain the following concepts:-

1. Logo
2. Brand Image
3. Functional Benefits
4. Ingredient Co- Branding
5. Core Identity
6. Range Brand Manager

(6)

(b) Parachute from the house of P&G has launched a new brand of that contains the goodness of 100% pure coconut oil. The brand is named 'Parachute' and is launching - Shampoo and Conditioner.

On the basis of the above information answer the following:

1. What line extension strategy would you suggest? Justify. (3)
2. What is the current brand personality? Suggest new personality using the Big Five. (3)
3. Who would you like to use as the brand ambassador for your new Brand Personality and why? (3)

Answer the following:

- a. State and explain the brand building process. (8)
- b. Explain Multi-branding and Brand Extension strategies with suitable examples. (7)

(15)

c. Describe the various brand positioning strategies.

d. Explain Young & Rubicam's Universal Brand.

(8)

(7)

Answer the following:

- a. Explain Brand Repositioning with suitable examples. (8)
- b. How does CSR help in Brand Building? (7)

c. Bring out the difference between Consumer and Industrial Brands.

d. What are Brand Building 'Impediments'?

(8)

(7)

Answer the following:

- a. What is Brand Equity? Explain Brand Equity Measurement. (15)

- b. Differentiate between Revitalization and Reinforcement of Brands with the help of the relevant examples
- c. Depending on the Product Life cycle explain the branding strategies at each stage

Q5. Write Short Notes on (ANY THREE)

- a. Brand Hierarchy
- b. Brand Loyalty Pyramid
- c. Global Brand Manager
- d. Corporate Branding
- e. Brand Vs Product

TYBMM - A

Time: 2.5 hrs

Marks: 75

N.B.

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the question in the sequence given in the question paper

Q1) A) Case Study

Colgate Palmolive (India) Ltd intends to launch a multi-media campaign to promote, 'Colgate MaxFresh Orange Gel' Toothpaste. Colgate MaxfreshOrange toothpaste contains:

- Menthol that gives intense cooling and super freshness.
- It fights cavities, keeps germ build-up at bay and makes your teeth whiter on continuous use.
- It is a orange gel with cooling crystals that provide intense freshness.

Client Brief: Create awareness amongst the non-users about the brand USP of cooling freshness and 24 hours protection from germs.

As a marketing manager of Colgate MaxFresh Orange Gel, prepare the following:

- a) Outline its communication plan. 5
- b) State the advertising objectives. 4
- c) Create an advertising strategy using any two IMC tools. 6

OR

Q1) B) Explain GAP Model of Service Quality with the help of a real life Example. 15

Q2) A) How does the client evaluate advertising agency? 8

Q2) B) How should an ad agency maintain a good relationship with clients? 7

OR

Q2) C) Explain Account planning process? 8

Q2) D) Discuss the contents of a good marketing Plan 7

Q3) A) Explain various Functions of an Advertising Agencies 8

Q3) B) Explain in brief various sources of Remunerations or compensation for the advertising Agency. 7

OR

Q3) C) Discuss various Types of advertising agencies. Give examples 8

Q3) D) Explain what Is Means-End Chain Theory? 7

Q4. A) What are functions of an Entrepreneurship

8

Q4. B) Discuss the contents of a good Business plan.

7

OR

Q4. C) Explain the Pitching process of an advertising Agency

8

Q4. D) How agency gain clients

7

Q5) Write short notes on the following (Attempt any three)

15

- a) DAGMAR
- b) Objectives of Trade-Oriented Sales Promotion
- c) Objectives of Consumer-Oriented Sales Promotion
- d) Sampling and Premium
- e) Types of Trade Promotions

Duration: 2 ½ hours

Marks: 75

N.B. 1. All questions are compulsory.

2. Figures to the right indicate marks.

- Q1. (a) Discuss the origins and various phases of the Kashmir conflict. Provide an analysis of the media's coverage of some of the recent events of the conflict. (15)
OR
Q1. (b) Give an overview of the media in China. China consistently ranks poorly in global press freedom rankings; discuss the kinds of censorship and control exerted upon the Chinese media by various sources. (15)
- Q2. (a) Trace the origins, progress and end of the Sri Lanka LTTE conflict. (08)
Q2. (b) Discuss some of the issues with parachute journalism. (07)
OR
Q2. (c) Discuss the key trends with respect to the media in Russia. (08)
Q2. (d) What are the main challenges confronting the media in Australia? (07)
- Q3. (a) Elaborate on the biases present in international news media's coverage of the developing world. (08)
Q3. (b) Explain what is meant by embedded journalism. (07)
OR
Q3. (c) Select any country from Europe and provide an overview of its print, broadcast, and new media. (08)
Q3. (d) Explain how traditional and folk media are used for communication purposes in African countries. (07)
- Q4. (a) Explain the 'five laws of Media and Information Literacy' as outlined by UNESCO. (15)
OR
Q4. (b) Discuss the role played by Al Jazeera in presenting an alternative perspective with respect to the reportage of global news events. (15)
- Q.5. Write short notes on the following: (attempt any three) (15)
a. Difference between misinformation and disinformation
b. Media in Malaysia
c. Kisha Clubs in Japan
d. Radicalization in the cyberspace
e. Reuters.

13/11/2022

Instructions:

- Please use the correct question numbers to indicate the question being answered.
- Q1 is compulsory.
- Q2 to Q5, answer as per internal choice.
- Use appropriate diagrams, charts, and examples to enumerate your answers.

Q1. Case Study

(15 M)

Q. 1 A) With the help of any contemporary product or service advertisement released in the current year of 2022-23; identify and answer the following insights accordingly to what was displayed in the advertisement.

- a) Consumer insight
- b) Brand insight
- c) Market insight
- d) Usage insight

(2 M)

(2 M)

(2 M)

(2 M)

Q. 1 B) With the help of any contemporary product or service advertisement released in the current year 2022-23, explain its brand story. (7 M)

Q. 2 A) "Effective account planning is not simple to achieve", elaborate the statement by challenges faced in the process of Account planning (7 M)

Q. 2 B) "A consumer insight is a deep understanding based on customer behaviour, experiences, beliefs, their needs or desires", elaborate the statement. (8 M)

Or

Q. 2 C) Explain the importance of preparation and research in account planning. (7 M)

Q. 2 D) Elaborate the adoption curve with propagation under propagation planning and illustrate with a suitable diagram. (8 M)

Q. 3 A) "Transmedia Storytelling involves creating content that engages an audience using various techniques in story experience across multiple platforms", elaborate the statement. (7 M)

Q. 3 B) What is benefit laddering and its significance in creating relevant benefits for consumers? (8 M)

Or

Q. 3 C) How does effective market insight enable organizations to anticipate the future needs of the market? (7 M)

Q. 3 D) "Account planning helps to understand customers and clients precisely", explain the statement, and elaborate on the benefits associated with effective account planning. (8 M)

Q. 4 A) "The Story Brand Framework is a popular messaging tool designed to improve business' marketing strategy by clarifying the message", elaborate the statement with various steps in the framework. (7 M)

Q. 4 B) "Future insights can be approximated by observable facts and information", elaborate the statement by highlighting the significance of future insights in account planning and advertising. (8 M)

Or

Q. 4 C) Elucidate the effective steps of the Account planning process used in creating effective campaigning. (15 M)

Q. 5) Short Notes:- (Any three out of five)

- a) Usage Insight
- b) Propagation Planning
- c) Benefits of Transmedia Planning
- d) Benefit/Feature Matrix
- e) White space analysis

(15 M)

Instructions:

- Please use the correct question numbers to indicate the question being answered.
- Q1 is compulsory.
- Q2 to Q5, answer as per internal choice.
- Use appropriate diagrams, charts, and examples to enumerate your answers.

Q1. Case Study

(15 M)

Q. 1 A) With the help of any contemporary product or service advertisement released in the current year of 2022-23; identify and answer the following insights accordingly to what was displayed in the advertisement.

- a) Consumer insight
- b) Brand insight
- c) Market insight
- d) Usage insight

(2 M)

(2 M)

(2 M)

(2 M)

Q. 1 B) With the help of any contemporary product or service advertisement released in the current year 2022-23, explain its brand story. (7 M)

Q. 2 A) "Effective account planning is not simple to achieve", elaborate the statement by challenges faced in the process of Account planning (7 M)

Q. 2 B) "A consumer insight is a deep understanding based on customer behaviour, experiences, beliefs, their needs or desires", elaborate the statement. (8 M)

Or

Q. 2 C) Explain the importance of preparation and research in account planning (7 M)

Q. 2 D) Elaborate the adoption curve with propagation under propagation planning and illustrate with a suitable diagram. (8 M)

Q. 3 A) "Transmedia Storytelling involves creating content that engages an audience using various techniques in story experience across multiple platforms", elaborate the statement. (7 M)

Q. 3 B) What is benefit laddering and its significance in creating relevant benefits for consumers? (8 M)

Or

Q. 3 C) How does effective market insight enable organizations to anticipate the future needs of the market? (7 M)

Q. 3 D) "Account planning helps to understand customers and clients precisely", explain the statement, and elaborate on the benefits associated with effective account planning. (8 M)

TY BANNING - J-

(2½ Hours)

[Total Marks: 75]

- NB: 1. All questions are compulsory
2. Figures to the right indicate marks

- Q.1 What is the process of creating the Union budget of India? Discuss the role of the 2022 budget in the post COVID economy of India. 15
- Q.2 a Explain the role, objectives and functions of the NITI Aayog. 15
- OR
- Q.2. b. 'I tell the world, 'Make in India'. Sell anywhere, but manufacture here. We have the skills and talent for it.' Discuss this statement by PM Narendra Modi with respect to the startup industry in India. 8
- c. Elaborate on the Kingfisher scam. 7
- Q.3. a. Write a detailed note on the Bombay Stock Exchange and the National Stock Exchange. 8
- b. Trace the timeline of the ICICI - Chanda Kochhar controversy. 7
- OR
- Q.3 c. What is Globalisation? Discuss how international trade of India has been impacted by it. 15
- Q.4. a. Explain in detail the 2008 financial crisis and its aftereffects on the world economy. 15
- OR
- b. "We took a key step to help an honest citizen of India from the menace of black money." Discuss the relevance of this quote six years after demonetization. 15
- Q.5. Short Notes (Any 3) 15
- a. Functions of commercial bank
- b. Skills of a business journalist
- c. Reserve Bank of India
- d. Global supply chain
- e. Venture capitalist

TyBAMMC - A

TIME: - 2.5 Hours

Marks:-75

NOTE: - 1) All the question are compulsory subject to internal choice
2) Figures to the right indicate full marks

- Q.1.** Asahi Group is a beverage and food business group, which offers Calpico (non-aerated) drink in three delicious flavors mango, strawberry and original citrus. The brand is launching its products through amazon in India and has planned a social media launch for the same. On the basis of the given information answer the following questions:
Answer all the following questions based on information given. 15 marks
- 1) Which social media platforms would be suitable for the launch according to you?
 - 2) What can be your objectives for the social media launch?
 - 3) State the consumer market segmentation for the campaign.
 - 4) Suggest, keywords and suitable hashtags for this launch.
- Q.2.** a) State the types of E-commerce and Online advertisement. 8 marks
b) State the types of Mobile marketing. 7 marks
(OR)
c) Elaborate on who are generation Y professionals? 8 marks
d) State the behavioral internet (B2C, B2B, C2C and C2B) 7 marks
- Q.3.** a) Write a brief note on Social Media Marketing Careers. 8 marks
b) Explain the steps in creating content for multiple platforms. 7 marks
(OR)
c) What are the characteristics of social media marketing? 8 marks
d) Write a detailed note on 'Building content for sharing'. 7 marks
- Q.4.** a) What is Social Media Marketing plan? 8 marks
b) What is campaign management? 7 marks
(OR)
c) Discuss the 8 C's of strategy development. 8 marks
d) What is sentiment analysis? State its significance. 7 marks
- Q.5.** Write a short note on any three out of five: 15 marks
- a) Emoji
 - b) Hashtag
 - c) Social media listening
 - d) Honesty as a marketing tool for ethics
 - e) The rule of thirds

TyBAmnc - J

(2½ Hours)

[Total Marks: 75]

- Note: -** (1) All questions are compulsory and carry equal marks
(2) Figures to the right indicate marks
(3) Support answers with examples wherever necessary

Q1

A) The influence of social media on the 2014 Lok Sabha elections was “massive”, says a Stanford University study that examined the use of Twitter ahead of the polls that brought the BJP to power after a decade of Congress rule. The BJP-led National Democratic Alliance (NDA) was ahead of the competition in the number of political tweets by its followers, retweets they were able to secure, and positive posts for the alliance throughout the campaign. The NDA had a higher network strength based on clustering than the Congress-led United Progressive Alliance (UPA). The follower strength for the NDA was higher, too. Negative tweets for the BJP coalition were far less than its rivals. The gap widened towards the end of the staggered elections from April 7 to May 12 three years ago. The findings are significant because the ruling BJP continues to dominate the social media space in India, three years after coming to power with a landslide victory and winning several crucial state and civic elections subsequently.

The analysis of 15.5 million user accounts and 10.6 million tweets indicate that many traditional politicians lost the election because of their reluctance to change and adopt new tools of communication.

Congress’s Shashi Tharoor, the first parliamentarian to embrace Twitter with about 6,000 followers in 2009, said social networkers don’t represent the entire electorate. Therefore, Twitter trends reflect nothing more than the politically-engaged segment of the educated, English-speaking classes, a tiny minority of the electorate. “The BJP’s dominance in this space does not at all reflect any prospect of guaranteed political dominance. You could study Twitter during the Delhi and Bihar state assembly elections in 2015 and you will see a great deal of pro-BJP sentiment, but at the ballot box they lost both state elections,” he said.

The Stanford researchers analysed 18,000 tweets originating from Indian politicians — covering six months leading to the general elections. NDA politicians’ followers posted 2.5 million tweets, while it was a million each for the UPA and the Aam Aadmi Party (AAP).

The AAP, formed in November 2012, had the strongest social network in the 2014 elections. The interconnection of its followers was the strongest with a large number of individuals in the twitter graph following each other and AAP politicians. The NDA wasn’t as strong but still around eight times stronger than the UPA. “Our results show that on almost every metric of network evaluation, the NDA outperformed the UPA, AAP and other political parties. The strength of the winning party’s network and the rigour with which they pursued their social media strategy seems to have paid off,” says the study released recently.

According to Tharoor, the tweets in 2014 reflected nothing more than the relative organizational strengths of social media units on both sides. “But as cheaper smartphones and 4G SIMs make access to the internet more universal, that story could change and Twitter could become more reflective of genuine public sentiment.”

“In that case it may indeed become possible one day to predict poll results from social media trends. But not yet,” he said.

Answer the following

10257

1

1. How can mobile journalism create branded as political content?
2. How cross platform mobile development can be used for political news?

OR

Q1

B) Launched in 2008 by Meera K and Subramaniam Vincent, Citizen Matters (CM) aims to fill a local news gap for Indian cities through fusing community journalism and local investigative work. The digital news site engages citizens by helping them understand that change is possible, and sharing the knowledge that can guide them to take action. Citizen Matters aims to balance the voice of the already vocal middle-upper classes with the needs of marginalized communities, mostly focusing on issues affecting the daily lives of urban residents. In a magazine format, Citizen Matters delves into systemic, local, and hyperlocal issues, which deviates from the Indian media's typical focus on national news. Citizens are able to contribute to the paper with the oversight of the editor. The website functions as a platform for civic participation.

The organization's strength is the audience, people who are engaged in civic issues in their community – for Citizen Matters, they are the “changemakers”. Having them as both readers and contributors creates a feedback loop and ensures impact on the ground.

Citizen Matters offers various formats of articles, each with its own purpose. Its “explainers” deconstruct government policy, schemes, and civic processes while “solutions” provide evidence-based articles offering ways to overcome local problems. Other formats include citizen journalism, and in-depth reports.

Their online stories are distributed through their website; their newsletter, which reaches 12,000 people; and social media platforms, which have reached just under 33,000 followers across all channels (Instagram, Facebook, Twitter, and LinkedIn).

Most readers follow the stories on Citizen Matters's website directly or are directed from Google Search or Google News; some stories are republished on other media platforms. Apart from social media, readers can elect to receive a broadcast of the stories published on a given day via WhatsApp or Telegram as well. YouTube is used to post video interviews and webinars.

Answer the Following

1. How has citizen journalism evolved because of mobile journalism ?
2. What is the impact of citizen journalism on youth?

- Q 2. A. Explain the emerging forms of news media management. 8
B. Discuss how to go about planning and building mobile products 7
- OR
- Q 2. C. What are the advantages and disadvantages of cross platform development 8
D. How is M - Learning used in the education sector? 7
- Q 3. A. Explain how to set up a blog? 8
B. What is the process of Multimedia Newsgathering? 7
- OR
- Q 3. C. Discuss in detail 'News Workflow and Mobile Journalism' 8
D. How to create and share branded journalism content? 7
- Q 4. A. Explain the evolution of Mobile Journalism. 15
- OR
- Q 4. B. Explain the evolution of wearables. 15
- Q 5. Short notes (any 3 out of Five) 15
A. Mobile as a newsroom
B. Social news gathering and listening
C. Mobile friendly interface
D. Social media policies and ethics
E. Social media analytics.

TYBAMMC (A)

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary.
 3. Use of simple calculator is allowed.
 4. Illustrate your answers with examples.

Q1.

Case Study

1. Packaged Diet Drink

OR

2. E-Wallet

Keeping in mind the following brief

1. Product Offering (04)
2. Lead Generation (3.5)
3. Database Management (04)
4. Methodology and Channels used (3.5)

(15)

Q2.

Answer the following

- a. Calculate the lifetime value of Ms. Poonam Pandey as on 2010 from the following given data

(10)

| Particulars | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|----------------|----------|----------|----------|----------|----------|----------|
| Indirect Cost | - | 6,000 | 11,000 | 8,000 | 7,000 | 5,000 |
| Direct revenue | 7,000 | 5,000 | 15,000 | - | 6,000 | 3,000 |
| Bad Debts | 3,000 | - | 6,000 | 4,000 | 5,000 | 2,000 |
| Sales | 1,05,000 | 1,35,300 | 1,86,500 | 2,03,400 | 2,32,300 | 3,01,100 |
| Discount | 4,000 | 8,000 | 5,000 | 1,000 | 2,000 | - |
| Telemarketing | 6,000 | 10,000 | 9,000 | 9,000 | 8,000 | 6000 |

Note: 1.All figures in the table are in Rupees.

2.Discount is 10%

- b. State the impact of e-commerce on the global economy.

(05)

OR

- c. Explain the term direct marketing? Bring out the importance of direct marketing?

(08)

- d. What is E-commerce? Discuss in detail various features of E-commerce.

(07)

Q3.

Answer the following

- a. In the age of cashless economy, explain the different payment systems build by companies to facilitate easy transaction.

(08)

- b. Discuss in detail, how customer mix and managing the key customers plays an important role towards building Customer Relationship management (CRM) for marketer.

(07)

OR

c. Explain the process of payment gateway in detail with examples.

d. Define E-Business. Discuss different phases of launching an E-Business with special reference to women apparel brand.

Q4. Answer the following

a. Describe the relationship of Integrated Marketing Communication (IMC) with Direct Marketing.

b. Explain in detail various steps in developing a database used by a direct marketer to sustain in market.

OR

c. What is web design? Demonstrate the various principle of web design considered by web designer of a company.

d. What is Internet? Explain how companies use Internet to promote products?

Q5. a. Write Short Notes on (ANY THREE)

1. Trademark and Copyright.
2. Cross-selling and Up-selling.
3. Supply chain management.
4. Growing importance of social media.
5. Product customization.

TYBAMMC (J)

Duration: 2 & ½ hours

Total marks: 75.

N.B. 1. All Questions are compulsory

2. Figures to the right indicate marks

Q1. A. What are the different recommendations you would suggest for boosting the advertising revenue of your own newspaper? How would the editorial and marketing team work towards this purpose? (15)

OR

Q1. B. How would you use social /digital media to promote the newspaper you may work for? Give adequate suggestions to prove your point. (15)

Q2. A. Explain the proprietary concerns that are likely to occur in news media? Give 2 examples (7)

Q2. B. What is media hegemony? Explain with examples (8)

OR

Q2. C. What are Disruptive Technologies? How according to you has Web 2.0 changed the way news is produced and consumed today? (7)

Q2. D. Describe the various ways by which you can consolidate and promote the brand of your media organization. (8)

Q3. A. Explain cross media ownership with appropriate examples (7)

Q3. B. What are the functions of the HR in News media organizations? (8)

OR

Q3. C. Explain the 7 Ps of marketing and their relevance in a media organization. (7)

Q3. D. What are the values to be considered while making news? Explain the factors that affect the newspaper advertising costs? (8)

Q4. A. Analyze any Indian TV news channel's editorial policy and hierarchy. Do they have editorial freedom? (15)

OR

Q4. B. What are the important features of Companies Act? How effective were the amendments in the new Act. (15)

Q5. Write Short Notes (Any 3) (15)

A. TAM

B. FDI and Indian media

C. Role of Editor-in-Chief

D. Circulation department

E. Trust Ownership.

TVBAMMC- J

(2½ Hours)

Total Marks – 75

Instructions: 1. All questions are compulsory

2. Provide suitable examples where required

Q1. A. What is your opinion on the portrayal of women, the LGBTQA and the marginalized communities such as Dalits in popular media? Support your answer with appropriate examples. 15 marks

OR

Q1. B. Discuss the coverage of various socio-economic issues by the media in the Indian context with relevant examples. 15marks

Q2. A. Discuss various ways in which public opinion can be gauged. 7 marks

B. How according to Walter Lippman can technocracy be a substitute for democracy? 8 marks

OR

C. How is social media a site for public discourse and how does it serve as a public sphere? Explain with examples. 7 marks

D. Paul Lazarsfeld proposed a two-step flow of information. What are the criticisms and strengths of this theory? 8 marks

Q3. A Discuss in brief the propaganda model of media as suggested by Noam Chomsky? 7 marks

B. 'The media doesn't tell us what to think, it tells us what to think about'. Elucidate the above statement with relevant examples. 8 marks

OR

C. How do the audience use the media and derive gratification from it as per their own needs? 7 marks

D. Discuss the various ways in which media biases occur. 8 marks

Q.4.A. With supporting examples from various wars and conflicts, illustrate how the media covers the same? 15 marks

OR

B. Examine the media Coverage of Indian government's economic, defence and foreign policies citing examples from different outlets. 15 marks

Q.5 Write short notes on any three of the following 15 marks

- A. Fake news through social media
 - B. Function of public opinion in society
 - C. Use of social media by the political parties
 - D. Coverage of 'war on terror' by media
 - E. Activism through social media
-

TYBAMMC - A

Time: 2Hrs. 30 Mins

Marks: 75

Instruction:

- 1) Question No. 1 is compulsory.
- 2) Draw Diagrams and give examples wherever necessary.
- 3) Figures to the right indicate full marks.

Q1. Explain the following terms (any 5)

15 marks

- a. Self-Concept.
- b. Dogmatism
- c. Work Groups.
- d. Gender Subculture.
- e. Diffusion Process.
- f. Classical conditioning
- g. Subliminal Perception

Q2.

- a. Explain in brief the stages of traditional FLC. 8 marks
- b. What is an advertising appeal? Giving suitable examples and discuss the various kinds of appeals used by advertisers. 7 marks

OR

Q2.

- c. Which would be the most appropriate FLC stage to be targeted for the following and why? 8 marks
 - i. Canned Soup
 - ii. Medical Insurance
 - iii. Gold Jewellery
 - iv. Baby Food
- d. What is communication? Explain the importance of source credibility in the communication process? 7 marks

Q3.

- a. Explain the five class/ categories of adopters giving examples for each. 8 marks
- b. Explain the 6 basic characteristics of Social Class 7 marks

OR

Q3]

- c. What is the role of media in creating stereotypes? 8 marks
- d. Who is an opinion leader? What are the characteristics of opinion leaders? 7 marks

Q4.

- a. What are the Indian Core Values? How have they changed with time? Give example of advertisements that represent Indian Core Values. 15 marks

OR

- b. What has given rise to the importance of the study of Consumer Behaviour? Justify your answer with suitable examples. 15 marks

Q5] Write Short Notes on (any3)

- a) Trait Theory
 - b) Maslow's Need Theory.
 - c) Tri-Component Attitude Model
 - d) VALS
 - e) Formal and Informal Groups.
- 15 marks