

**QUESTION PAPER**

**F.Y.B.M.M**

**SEM-I**

**NOV.-2017**



Q.P. Code :001061

[Time: 2  $\frac{1}{2}$  Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.  
2. All questions carry equal marks.

- Q.1 Explain the physical and psychological barriers to communication in detail. (15)
- Q.2 a) Define any four of the following words of the media vocabulary: (08)
- a) Editorial
  - b) Plagiarism
  - c) Credibility
  - d) Yellow Journalism
  - e) Media Bias
  - f) Propaganda
- Q.2 b) Write an agenda for the annual meet of a multinational company. (07)
- OR**
- Q.2 a) Discuss how translation plays an important role in the global media industry. Substantiate your answer with examples. (08)
- Q.2 b) Write a letter to the BMC drawing his attention to the growing menace of hawkers on footpaths outside major railway stations. (07)
- Q.3 a) Explain the importance of skimming and scanning as an important reading skill. (08)
- Q.3 b) How can one achieve fluency in reading? (07)
- Q.4 Oral communication skills form an important part of your personality. Explain the statement with the help of an example. (15)
- Q.5 Write short notes: (Any 3) (15)
- a) Mass Communication
  - b) Creative Thinking
  - c) Non-verbal Communication Skills
  - d) Importance of Body Language
  - e) SQ3R Method of Reading



**Q. P. Code: 24809**

**Max Marks 75**

Time 2.5 Hrs.

Note : All Questions are compulsory  
 Figures to the right indicate marks.

- Q1 Explain the following Concepts: **Any five** 15
- a. Advertising
  - b. Hub Model
  - c. Digital Media
  - d. Socio- Cultural Barrier
  - e. Impact of mass media on development
  - f. Functions of mass communication
- Q2 A List the advantages of social media with examples. 8
- B Discuss the growth and evolution of print media. 7
- OR**
- Q2 What are the various forms of mass communication? Explain with examples. 15
- Q3 A Explain the significance of Gate keeping model of communication. 8
- B Who according to you is a good political communicator? Explain by giving instances in which he/she is connected with the masses. 7
- OR**
- Q3 What are the various tools of mass communication? Explain each with examples. 15
- Q4 A How is mass communication different from other forms of communication? Explain in detail with examples. 8
- B How newspaper played an important role in mass communication? 7
- OR**
- Q4 What do you understand by Media Convergence? Explain the impact of New Media convergence. 15
- Q5 Write Short Notes on **Any Three** 15
- 1 Media and role of culture
  - 2 Film as a tool of communication
  - 3 Intra and Interpersonal communication
  - 4 Process of communication
  - 5 Folk media

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NB : (1) *All questions are compulsory.*  
(2) **Figures to the right indicate full marks.**

1. (a) What is Internet Explain. Different types of Mass Media Tools. 15
  2. (a) Write a note on Computer hardware and software. 7  
(b) What are Layers ? Explain its uses while designing. 8

**OR**

(a) What is Typography ? State its rules. 7  
(b) Steps to put Watermark in Ms. Word. 8
  3. (a) Explain in detail the characteristics of computers? 7  
(b) Explain Computer Graphics with examples? 8

**OR**

(a) What is Quark Xpress ? 7  
(b) Write a detailed note on input and output devices of computer. 8
  4. (a) What are operating systems ? Discuss the different types of operating systems. 15

**OR**

(a) Write a note on viruses in terms of internet Security. 7  
(b) Explain video sharing and podcasting. 8
  5. Write short notes on the following (**Any Three**) 15
    - (a) Online Newsrooms
    - (b) Scratch Programming
    - (c) Types of printers
    - (d) Search engines
    - (e) Print Media.
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[TURN OVER

23/11/2017

FYBMM sem I, 2017

Introduction to Economics

Q. P. Code : 25725

(2½ Hours)

(Total Marks: 75)

- N. B. :**
1. All questions are **compulsory**.
  2. **Figures** to the **right** indicate marks.
  3. **Draw** appropriate **diagrams** and **graphs** wherever **necessary**.

1. Attempt the following (Any Five) : (15)

- 1) Monopoly.
- 2) International Monetary Fund.
- 3) Inflation.
- 4) Balance of payment.
- 5) Elasticity of demand.
- 6) Production Function.
- 7) Fiscal policy.

2. (a) What are the primary function of commercial bank? (08)

(b) What are the various challenges faced by the Indian economy? (07)

**OR**

Differentiate between Micro and Macro Economics in detail. (15)

3. (a) Discuss the circular flow of National Income. (08)

(b) Discuss the various phases of trade cycle along with the suitable diagram. (07)

**OR**

State the merits & demerits of LPG model 1991. (15)

4. (a) Define demand. What are the factors determining demand. (08)

(b) Central Bank is the apex institution of the banking sector. Discuss. (07)

**OR**

What are the salient features of monopolistic competition? Do you consider this as an ideal market structure? Justify your statement (15)

5. Write short notes on (Any Three) : (15)

- 1) price elasticity of demand.
- 2) Budget
- 3) Indian Stock Exchanges
- 4) World Trade Organization
- 5) Perfect competition



24/11/2017

F.Y B.M.M SEM I

2017 NOV

# Inroduction to Sociology Q. P Code: 24687

Time 2 ½ hrs

Total Marks :75

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

**Q.1.** Answer any FIVE from the following (to be answered in 4 to 5 Sentences) [15]

- a) Secondary Group
- b) Sociological Imagination
- c) Feminism
- d) Conflict theory
- e) Cooperation
- f) Acculturation
- g) Negative Media

**Q.2.** a) Family System is changing - Discuss [8]

b) Describe the features of Caste system [7]

OR

c) Explain Marriage. What are the different types of Marriage [15]

**Q.3.** a) Give a short account of features of Culture [8]

b) Evaluate the role of agencies of Socialisation [7]

OR

c) Explain the functions of Mass Communication in society [15]

**Q.4.** a) Describe the stages in Social Media [8]

b) Explain the factors of Social Change [7]

OR

c) Describe the agencies of Social Control [15]

**Q5.** Write short notes on ANY THREE of the following:- [15]

- 1) Urban Problems
- 2) Rural Community
- 3) Right to Information (RTI)
- 4) Women's Movement in India
- 5) Ethnocentrism

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Q.P. Code :25515

[Time: 2½ hours]

[ Marks:75]

Please check whether you have got the right question paper.

- NB:** 1. All Questions are compulsory  
2. Internal choices are provided.

- Q. 1** a) What was the Cold War? Describe the effects including the proxy wars (15)  
OR  
b) Write a note on the India Pakistan wars with special reference to the war of 1971 (15)
- Q. 2** a) Discuss the factors leading to the rise of dictators in Europe (08)  
b) Explain the meaning and effects of the Holocaust (07)  
OR  
c) Discuss the rise of Communism in China (08)  
d) What was the Bhoodan Movement? Highlight the contribution of Acharya Vinoba Bhave in the Bhoodan Movement. (07)
- Q. 3** a) Discuss the impact of Cold war on Vietnam (08)  
b) Discuss the history and purpose behind the formation of the Non Aligned Movement (NAM). (07)  
OR  
c) Explain Arab Spring and the role of Social Media (08)  
d) Discuss the role of the UN in peacekeeping and humanitarian aid around the world. (07)
- Q. 4** a) Discuss the formation of the state of Maharashtra and Samyukt Maharashtra Andolan's role (15)  
OR  
b) Write a note on the partition of India and its consequences (08)  
c) Discuss Nelson Mandela's role in the battle against apartheid in South Africa. (07)
- Q. 5** Write short notes on **any three** of the following (15)  
a) Treaty of Versailles  
b) Tiananmen Square  
c) Media espionage  
d) SAARC  
e) Any one media platform in Africa

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