

SY BMM

Nov 2017

Sem - III

UNIVERSITY PAPER

S.Y.B.M.M

SEM-III

NOV.-2017

Q.P. Code :20742

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Each question carries 15 marks.

- Q.1 Using the following points create a fictional character: (15)
1. Lives in urban/rural
 2. Food habits
 3. Drinking pattern (social drinker/alcoholic)
 4. Smokes or not
 5. Religious beliefs
 6. Kind of house
 7. Siblings
 8. Parents
 9. Friends
 10. Place of birth
 11. Place of residence
 12. Reaction in stressful situations
 13. Allergies
 14. Favourite music
 15. Favourite genre of films/video games
- Q.2 (a) Write a detailed note on different aspects of creativity in literature, media, public speeches, presentations and interviews. (15)
- OR**
- (b) Explain the significance of revision and editing before publishing a work. (08)
- (c) Explain how important it is for an author or publisher to determine the commercial potential of the work to be published. (07)
- Q.3 (a) Write a radio script of your choice. (08)
- (b) What is premise? Write premises of any three films, novels or plays of your choice. (07)
- OR**
- (c) Write a four-line poem with the syllable structure of 5-7-5-7. (08)
- (d) Discuss 'setting' as an element of writing. (07)
- Q.4 (a) Analyze the following poem for: (08)
1. Title
 2. Tone
 3. Symbolism
 4. Imagery

Trees

I think that I shall never see
A poem lovely as a tree.

A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;

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A tree that looks at God all day,
And lifts her leafy arms to pray;

A tree that may in Summer wear
A nest of robins in her hair;

Upon whose bosom snow has lain;
Who intimately lives with rain.

Poems are made by fools like me,
But only God can make a tree

- Joyce Kilmer

(b) Discuss third person omniscient point of view. (07)

OR

(c) Identify and explain the figures of speech in the following: (08)

1. Walter wondered where Winnie was.
2. He is the guest of the law for a month.
3. Her tears could fill a bucket.
4. Time is money.

(d) Discuss the following types of conflict with examples from literature and/or film: (07)

1. Man against fate
2. Man against nature
3. Man against man

Q.5 Write short notes on **any three** from the following: (15)

- (a) Thriller
- (b) Young adult fiction
- (c) Black comedy
- (d) Cyberpunk
- (e) Comic relief

Time: 2 ½ hrs

Marks 75

- Instructions:** (a) All questions are compulsory and carry equal marks
 (b) Figures to the right indicate marks
 (c) Support answers with examples wherever necessary

- Q1** Explain any five from the following in four to five sentences :- [15]
1. Culture
 2. Representation
 3. Articulation
 4. Subjectivity & identity
 5. Globalization
 6. Art
 7. Cuisines
- Q2 A** Write a note on evolution, need and significance of cultural studies. [8]
B Explain Stuart Hall's idea of the Circuit of culture. [7]
- OR**
- Q2 C** Discuss the relevance of Technology in the construction of culture. [15]
- Q3 A** Elaborate on how language is re represented in media? [8]
B Explain how is Gender re-represented in the media? [7]
- OR**
- Q3 C** Discuss the process of Globalization and how it affects culture? [15]
- Q4 A** Discuss the changing values and ideologies in contemporary society with examples. [8]
B Explain Popular culture with your own examples in the current day context. [7]
- OR**
- C** Elaborate how Folklore, Fashions and Fad represents culture [15]
- Q5** Write short notes on **ANY THREE**:- [15]
1. Diffusionism
 2. Cultural Materialism
 3. Oral Traditions
 4. Sports and Media
 5. Architecture

Turn Over

Q. P. Code: 20718

TIME: 2.5 hours

MARKS – 75

- ❖ All questions are compulsory.
- ❖ Provide relevant examples wherever necessary.
- ❖ Public Relation is abbreviated as PR in the paper.

Q1a. Define Public Relations? Explain the role of Public relations in contemporary times with suitable PR examples. (15)

OR

Q1b. 'Managing uncertainty is essential for PR'. Explain the Crisis Communication Plan with an appropriate example. (15)

Q2a. 'PR activities aim to earn public understanding and acceptance, to gain public support'. Explain the statement with the functions of PR. (08)

Q2b. Differentiate between Public Relations and Branding. (07)

OR

Q2. Explain the concept of Dark PR at length. What are the qualities of a Public Relations Practitioner? (15)

Q3a. State any 4 points of difference between In-house PR and PR agency. (08)

Q3b. Plan and organize an innovative Press Conference for a trailer launch of latest TV series or a movie. (07)

OR

Q3. Describe Media and non-media Public Relations Tools and what are the important factors to be kept in mind while implementing them? (15)

Q4a. Discuss the need for social responsibility of organizations towards different interest groups. (08)

Q4b. What are the factors to be kept in mind while choosing PR agency? (07)

OR

Q.4 What is New Age Media? Illustrate the importance of new age media in the context of PR with a support of PR campaign? (15)

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Q5. Write Short Notes on (any 3)

(15)

- (a) PR v/s Sales Promotion
- (b) Impression management techniques
- (c) Opinion Leaders in PR communication
- (d) Investors Relations and PR
- (e) Media Pitch

Bmgn

Sy BMM. 9/11/2017.

Introduction to Media Studies

Q. P. Code : 23495

(2½ Hours)

(Total Marks : 75)

- N. B. :**
1. All questions are compulsory.
 2. Figures to the right indicate marks.
 3. Kindly support your answers with suitable examples.

Q1.A. Discuss the relevance of Media Studies in the context of: (10)

(i) Racist ideologies

OR

(ii) Media & Consumerism

Q 1 B. Explain any one of the following: (05)

i) Agenda Setting Theory

ii) Uses & Gratification Theory

Q 2. Explain:

A. New Media theory with respect to:

(i) Social Media OR (ii) OTT Platforms like Hotstar or Netflix (08)

B. The changes in Advertising in Magazines and how it is created an impact on:

(i) The New Man OR (ii) Consumption of Advertising Art by youth (07)

Q3 Discuss:

A. (i) Media & Diaspora OR (ii) Foucault's theory of Power & Authority. (08)

B. Trends in Media with respect to (i) TV OR (ii) Outdoor (07)

Q4 .Explain:

A. (i) Feminist Strategies of Detection in the present scenario - # MeToo (08)

OR

(ii) Propaganda Model

B. (i) Marshall McLuhan's theory in the current times (07)

OR

(ii) Language & Media

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

i) Religion & Media

ii) Intellectual Property & New Media

iii) Uses & Gratification Theory

iv) Cognitive Theory

v) Technology & Media

TURN OVER

१. सर्व प्रश्न सोडवणे अनिवार्य आहे
२. उजवीकडील अंक गुण दर्शवतात
३. आवश्यक तेथे उदाहरणे द्या
४. इंग्रजी प्रश्नपत्रिकेची प्रत मूळ प्रत म्हणून ग्राह्य धरली जाईल

- प्र. १ अ प्र. माध्यम अभ्यासाच्या संदर्भात खालील बाबींवर चर्चा करा १०
- i) वर्णवादी विचारसरणी
किंवा
 - ii) माध्यम आणि उपभोक्तावाद
- प्र. २ ब खालीलपैकी एक प्रश्न स्पष्ट करा ५
- i) प्राधान्यक्रम निश्चितीचा सिद्धांत (अजेंडा सेटिंग)
 - ii) वापर आणि संतुष्टीचा सिद्धांत
- प्र. २ स्पष्ट करा
- अ. नवीन माध्यमे सिद्धांत खालील संदर्भाच्या आधारे स्पष्ट करा i) सोशल मिडिया किंवा ii) ओटीटी प्लॅटफॉर्म जसे हॉटस्टार किंवा नेटफ्लिक्स
 - ब. मासिकांमधील जाहिरातीतील बदल आणि त्याचा खालील गोष्टींवर कशाप्रकारे प्रभाव पडतो
i) द न्यू मॅन किंवा ii) युवकांकडून होणारा जाहिरात कलेचा उपभोग ७
- प्र. ३ चर्चा करा
- अ. i) माध्यमे आणि डायोस्पोरा किंवा ii) फोकॉल्टची सत्ता आणि अधिकाराचा सिद्धांत ८
 - ब. माध्यमातील प्रवाह या बाबतीत स्पष्ट करा i) दूरचित्रवाणी किंवा ii) मुद्रित माध्यमे ७
- प्र. ४ स्पष्ट करा
- अ. i) सद्य काळातील ओळख निर्माण करणारी स्त्रीवादी रणनीती #MeToo
प्रचारवादी प्रतिमान (प्रपोगंडा मॉडेल) ८
 - ब. i) सद्य काळात मार्शल मॅकलुहानच्या कोणत्याही एका सिद्धांताची प्रचीती
किंवा ७
ii) भाषा आणि माध्यमे
- प्र. ५ टिपा लिहा (कोणत्याही ३)
- i. धर्म आणि माध्यमे
 - ii. बौद्धिक स्वामित्व आणि नवीन माध्यमे
 - iii. वापर आणि संतुष्टीचा सिद्धांत
 - iv. बोधात्मक सिद्धांत
 - v. तंत्रज्ञान आणि माध्यमे १५

SYBMM 131 11/12/17 Q.P. Code: 23042

Time: 2 hours 30 minutes**Marks: 75**

- Note:** 1) Question no. 1 is compulsory.
 2) Question no. 2, 3, 4 & 5 has internal choice.
 3) Figures to right indicate marks.

- Q.1** Describe the journey of Indian cinema from Raja Harishchandra to Bahubali. (15)
- Q.2** Discuss diverse film genres with example. (15)
OR
 a) What is Neo- realism in cinema and its impact on Indian film makers? (8)
 b) How medium of cinema is melting pot of all mediums? (7)
- Q.3** Write the contribution of V. Shantaram, Satyajit Ray and other regional film-makers to cinema. (15)
OR
 a) Explain different shots in relation to human figure. (8)
 b) What is the difference between Newsreels & Public Service Ads? (7)
- Q.4** Does Branding, Promotion, Marketing help in the production & business of cinema? Justify your stand. (15)
OR
 a) Describe the different types of transitions. (8)
 b) Why are songs integral parts of Indian cinema? (7)
- Q.5** Write short notes on (any three): (15)
 i) Director
 ii) Continuity
 iii) Storyboard
 iv) Nouvelle vague
 v) Subjective camera

Bmm

SYBMM. 16/11/2017 III

A0933 / A3932 ADVANCED COMPUTERS

Q.P. Code :20991

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. Attempt all questions.
2. Draw diagrams where necessary.

Q.1 **Answer the following** 15

a. What is a Google Search Engine? How does it works? What are the different types of search engines? 10

b. What is BLOG? Explain in detail. 05

Q.2 **Answer the Following** 15

a. What is content marketing? How is it helping companies to build an online presence? 08

b. What is Adobe Flash? What is it used for? 07

c. What is CSS? Explain its various types. 08

d. Design an email signup form in HTML. 07

OR

Q.3 **Answer the following** 15

a. Answer the following 08

- i. Image tag
- ii. Head tag
- iii. Hyperlinks

b. What are the various views available in Dreamweaver? Explain them in detail. 07

OR

c. Answer the following 08

- i. Tables in HTML
- ii. Internet Browser
- iii. Web page

d. Using tables design a page in HTML to prepare a calendar of your birthday month with the date highlighted. 07

Q.P. Code :20991

Q.4 Answer the following

a. Explain in detail the various audio and visual effects used in the animated movie "BalGanesh".

15

15

OR

b. What is Adobe Audition? Explain its uses in detail.

15

Q.5 Write short notes (Any three)

15

a. 3D animation

05

b. Shape Tweening

05

c. Audio Treble

05

d. Chroma Key

05

e. Modern day video Effects

05