

S Y B M M. Sem - IV

April - 2018.

UNIVERSITY PAPER

S.Y.B.M.M

SEM-IV

APRIL-2018

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Time: 2:30 hours

Marks: 75

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

- Q.1. CASE STUDY 15
You are a journalist and are on the correspondence to cover the recent events of Bollywood star Salman Khan Prosecution in the black buck case. Write a news article of not more than 250 words.
- Use inverted pyramid style writing
- Use a proper lead and explain which lead you have used and why?
- Q.2. A. Explain in detail the structure of newspaper organisation. 15
OR
P. What is the importance and impact of social media as agent of news? 08
Q. Explain the Evolution of Journalism Post- Independence. 07
- Q.3. A. What are the different types of Feature article? 15
OR
P. What is the role of Journalism in democracy? 08
Q. What is the difference between hard and soft news? 07
- Q.4. A. Explain the Process of Electronic News production 15
OR
P. What are the types of News Materials on the basis of Intervals of release? 08
Q. What is news value and what are the different sources of collecting news stories? 07
- Q.5. Write Short notes/ in brief (any 3): 15
1. Yellow Journalism
2. PTI
3. Hooks and Angles
4. Money shot
5. Editorial article

Note:

1. All questions are compulsory.
2. All questions carry equal marks.
3. Internal options are available. Choose A & B or C & D.
4. Use diagrams wherever necessary to support your answers.
5. Read the question carefully before attempting the answer.

Q.1 Define or explain following terms. **Any Five** 15

- | | |
|-----------------|----------------------|
| 1. Prime Lens | 2. Panning |
| 3. CMYK | 4. Ambient V/s Flash |
| 5. Focal Length | 6. Image Sensor |
| 7. Pixel | |

Q.2 A Explain 'Three Point Lighting' principle/concept with the help of diagram. 08

B Explain the stages in 'Post Press'. (Print Finishing) 07

OR

Q.2 C What is Pre-Press? Write stages involved in Prepress. 08

D What is 'White Balance'? Explain its need. 07

Q.3 A What are the different types of Lenses? Describe with examples. 08

B Explain with diagram the process of plate making in 'Screen Printing'. 07

OR

Q.3 C What is 'Composition'? Explain any three rules/types of Composition in photography. 08

D Compare between 'Gravure printing process & Offset printing' process. State pros & cons of each. 07

Q.4 A What is 'Depth of Field'? Explain the factors affecting Depth of Field. Diagram necessary for explanation. 08

B What is exposure meter? Describe various 'Metering Modes' of in-built exposure meter. 07

OR

TURN OVER

- Q.4 C Explain 'Quality of Light.' What are 'Light Modifiers?' 08
- D For an 'Exposure indication' f-5.6 & shutter speed 1/8, (ISO 100) what will be the new combination of Aperture & Shutter for shallowest Depth of Field?' (Lens- 150mm f-2.8) Consider safe shutter speed for handheld camera. 07
- Q.5 Write short notes on the following. **Any Three** 15
1. Bokeh effect
 2. Letterpress Printing
 3. Exposure Triangle
 4. Web-fed V/s Sheet-Fed
 5. Exposure Modes

Y BMM IV

26-06-18

Organizational Behavior

P. CODE: 35494

Time 2.30 Hours.

Marks: 75

Instructions: Please check whether you have the right question paper

- (a) All questions are compulsory and carry equal marks
- (b) Figures to the right indicate marks

Q1 .Models of OB are framework to manage Behaviour of people in organizations. Define Organizational Behaviour and explain the models. 15marks

Q2 .Expalin the advantages and weaknesses of the Matrix Organizational structure with a suitable organizational chart...15marks

OR

Q2 a. What are the key elements of an organizational structure? 7marks

Q2 b. Explain Goal setting theory of motivation. 8marks

Q3. Organizations have their own unique culture. How can one create ,maintain and change a culture of an organization? 15 marks

OR

Q3 a. What are the characteristics of organizational culture? 7marks

Q3 b. Explain the process theory of J. Stacy Adams Equity model of social comparisons 8marks

Q4. What do you mean by Group Dynamics? Describe the techniques of group decision makin. 15 marks

OR

Q4 a. What are the qualities and functions of an effective leader? 8marks

Q4 b. Explain the managerial grid of leadership proposed by Blake and Mouto. 7marks

Q5. Write short notes on any 3 from the following. 15 marks

- 1) Transformational leadership && Transactional leadership.
- 2) 3 stage Socialization process.
- 3) The effects of stress.
- 4) Workforce Diversity and Boundary less organization.
- 5) Goals of Organizational Behaviour.

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27-04-18

Q.P. Code: 38158

Radio and Television.

Time: 2.5hrs

Max 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

Q.1. Write a two column script for a video documentary on any one subject of your interest [15]
or draw a story board for a fictional video on the subject of your interest.
Duration five minutes. Indicate duration of each scene/shots

Q.2. (a) Discuss the various camera shots/angles. [15]

OR

(b) Design a radio programme for women on a FM channel in Mumbai. Describe what [15]
kind of programme it will be, the target audience, purpose of the show and potential
sponsors.

Q.3. (a) Discuss the role of natural and ambient sound in radio & television. [7]

(b) How animation on Television is a powerful communication medium today? [8]

Explain with examples

OR

Q. 3. (c) Write a note on Community Radio in India. [7]

(d) Discuss the role and relevance of PrasarBharati. [8]

Q.4. (a) Discuss the evolution of television in India. [7]

(b) Discuss the evolution and growth of All India radio. [8]

Q4.

OR

(c) What are the different types of microphones? Explain with examples [15]

Q.5. Write a short note on **any three** of the following:-

- a. Pre-production [15]
- b. Mann Ki Baat
- c. Television news
- d. Music shows on radio
- e. Online editing

SYBMM

2/05/18

Introduction to Advertising

Q.P. Code: 34273

Timing: 2 ½ hrs

Marks: 75

All questions are compulsory and carry equal marks.

Q1. Read the following Case and answer the questions:

A new advertising campaign that McDonald's India introduced in the Indian market for its new Mcspicy range of products in 2011. McDonald's introduced a new product range in the Indian market called the Mcspicy range. It launched a new advertising campaign range called 'How spicy is Mcspicy to promote its new product. The aim of the campaign was to project McDonald's as a youthful brand that met the tastes and preferences of the youth. The prelaunch campaign involving a viral called The Great spicy speculation, proved to be a success and reached 250000 people unlike its previous campaign, McDonald's used social media like social networking sites and messenger services extensively for the new campaign.

The main campaign was later launched in a variety of media channels like in store, television, radio, outdoor, and online promotions. Apart the use of social media for its new campaign, McDonald's also used several technologies innovation to reach its targeted customer base. Kiosks, LED hoardings, and virals on Internet were extensively used to reach the target base. There was mixed response to the new campaign from customers. While some customers said that the campaign met the tastes and preferences of the customers, others said that there was a disconnect between the new McSpicy menu and the core message of the campaign.

Questions:-

- a. Explain the importance of selecting the right target segment for an advertising campaign. (5)
 - b. What is your opinion about selecting multiple channels for an advertising campaign? (5)
 - c. Explain the growing importance of social media in the advertising mix of products targeted at the youth. (5)
- Q. 2 A. what is advertising? Discuss the growth and development of advertising in India. (8)
 B. Explain features and characteristics of advertising. (7)
- OR
- C. Discuss the elements of copy writing and the types of ad copy. (8)
 D. Discuss details of a marketing brief. (7)
- Q. 3. A. Discuss functions of each of the following departments of an agency in brief. (15)
 1. Account planning department
 2. Media department
 3. Creative department
- OR
- B. Define the role of advertising in the marketing mix (8)
 C. Discuss the points of criticism of advertising. (7)
- Q. 4. A. Outline the advertising strategy steps. (8)
 B. Define IMC and list down its tools. (7)
- OR
- C. Outline the importance of product and media research. (8)
 D. Discuss Copy brief. (7)
- Q. 5. Short notes. (Any 3) (15)
 1. Ethical issues in advertising
 2. Advertising budget
 3. Layout of an ad
 4. Client-agency relationship
 5. Functions of advertising

Turn Over

SYBMM
3/05/18

Q. P. Code: 34945

Mass Media Research

2.5 hrs

Marks: 75

N.B.

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

1. CASE STUDY

a... Explain what the central tendency of Data. Calculate mode, mean, median, and Range of the following: [10]

04	06	10	25	15	10	06	09	10
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b. Explain what is Standard deviation, Skewness and Kurtosis. [5]

OR

c. What is research? Describe the steps involved in the process of research. [15]

2. Answer the following:

- a. Define Sampling. Explain probability and non-probability methods of sampling. [08]
- b. What is data processing? What are the different methods of data processing? [07]

OR

- c. Explain interview as a technique of data collection. [08]
- d. Write a note on any four scales used for measuring attitudes. [07]

3. Answer the following:

- a. Explain different types of primary data collection methods available to a researcher. [08]
- b. Elaborate the scope of mass media research. [07]

OR

- c. Discuss the differences between qualitative and quantitative research approach. [08]
- d. What is tabulation? Discuss the types of tabulation. [07]

4. Answer the following:

- a. Write a short note on Descriptive research design and Causal research design. [08]
- b. Explain the content analysis and its uses in research. [07]

OR

- c. Explain Semiotic Approach to construct meanings. What do you mean by denotations and connotations? [08]
- d. Explain the Structure of Research Report in Brief. [07]

5. Write short notes on any three:

- a. Independent and dependent variable [15]
- b. Literature review
- c. Exploratory research design
- d. Ethnography
- e. Hypothesis
