

**UNIVERSITY PAPER**

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

**SEM-I**

**DEC.-2018**

29-11-2018

Paper / Subject Code: 90201 / Effective Communication Skills

FY BMM Semester I

Time: 2.30 Hrs

Marks: 75

NB : (1) All questions are Compulsory.

(2) Figures to the right indicate full marks.

Q.1 Write an application letter with attached resume for the post of Editor in The Times of India. (15)

OR

Define communication and explain the barriers to communication with relevant examples. (15)

Q.2 Write a letter to your elder sister asking her to guide you in making a career choice after B.M.M. (15)

OR

(a) Mention briefly the various types of listeners. (8)  
(b) Elaborate on the concept of shuttle experience. (7)

Q.3 Draft a notice, agenda and minutes for the Extraordinary General Meeting of M/s Rizvi & Co. (15)

OR

'Oral communication skills form an important part of one's personality.' Elucidate the statement with the help of illustrations from the real world. (15)

Q.4 Discuss the concept and importance of translation in current times. (15)

OR

Translate the following passage in Hindi or Marathi: (15)

Badhaai Ho Review:

Middle-class families are often riddled with their own set of values and social systems. While pregnancy and motherhood are celebrated, subjects like sex and romance are talked about with a degree of embarrassment and awkwardness. The concept of 'Badhaai Ho', where a quintessential Delhi couple; parents to two adult boys (one of them is of marriageable age), get pregnant out of the blue, is just the sort of subject that can ruffle-up feathers within the middle-class family system. Yet, this dramedy, based on children feeling terribly embarrassed by the outcome of their parents' mid-age romance; with outsiders joining in the criticism, conveys some really progressive thoughts. This film is as funny as it is liberal. The conversation around the fact that romance and passion have nothing to do with age, make this film a stand out for many reasons... In a new-age rom-com, you'd expect Ayushmann and Sanya's love story to take centre stage, but when you see the middle-aged parents blush with romance, the entertainment really becomes novel.

Tracks like 'Badhaiyaan Tenu', 'Naina Na Jodeen' and 'Sajan Bade Senti' fit the mood perfectly. The film engages thoroughly, while still making a social statement. Even though the story has a limited scope, the detailed writing, the finesse of Sharma's direction and some unforgettable performances, make this film an absolute winner.  
Source: Times of India

Q.5 Write any Three short notes:

- (a) Anchoring
- (b) State the errors of thinking
- (c) Reading techniques
- (d) Coherence and Cohesion
- (e) Translator's Reliability

(15)

Time: 2:30 Hours

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- Note: 1. All Questions are compulsory  
2. Figures to the right indicate marks

**Q1. Explain the following concepts (Any five): (15 marks)**

1. Process of Communication
2. Folk Media
3. Communication Model
4. Information Superhighway
5. Code of Conduct for AIR
6. Digital Media
7. Hub Model

**Q2. (a) Explain the tools of mass communication. How is Mass Communication different from other forms of communication? (08)**

**(b) Describe the barriers of communication with suitable examples. (07)**

**OR**

**Q2. What is Media Convergence? Explain with examples its socio-cultural dimension. In what ways does convergence impact traditional mass media? (15)**

**Q3. (a) Explain Films as a tool of mass communication. Analyse films that have performed the function of educating and inspiring masses. Justify giving examples. (08)**

**b) With specific example explain Portrayal of women in Indian Cinema. (07)**

**OR**

**Q3. (a) Discuss the use of internet as a means of mass communication in India. Describe its advantages and disadvantages with examples. (08)**

**b) How can mass media be used to bring about social change. Explain giving examples particularly from the field of Journalism. (07)**

**Q4. Explain the following two communication models and its relevance to mass media in detail:**

**i) George Gerbner model ii) Kurt Lewin model (15)**

**OR**

**Q4. Who according to you is a good social communicator? Explain by giving instances in which s/he connected with the masses. (15)**

**Q5. Write Short Notes on: (Any Three) (15)**

1. Evolution of Radio
2. Appeals in Advertising
3. Print v/s Broadcast media
4. Public Relations
5. Impact of media on Youth

03-12-2018

Paper / Subject Code: 90203 / Introduction to Computers

R4BMM Semester I

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
  2. Draw diagrams wherever necessary.

- Q.1 Explain the different types of memory storage in computer device. 15
- Q.2 a) What is topology? Explain types of topology. 8  
b) What is E-commerce and explain its types. 7
- OR**
- a) Explain the term "search Engine" 8  
b) What is "Quark Express". Explain the features. 7
- Q.3 a) Write a note on virus in terms of Internal Security? 8  
b) What is Photoshop? Explain any 5 Tools. 7
- OR**
- a) What is network? Explain types of Network. 8  
b) Write a note on Ms - Powerpoint 7
- Q.4 a) Write a note on "Importance of internet in media and its effect on Journalism". 15
- OR**
- a) What is Power Point? Explain. 5  
b) What is website? Explain. 5  
c) Step to put in water mark in word 5
- Q.5 short notes on (any 3) 15
- i) Online newsrooms
  - ii) GUI
  - iii) RGB and CMRK
  - iv) Scratch Programming
  - v) Features of computer

09-12-18

Paper / Subject Code: 90204 / Introduction to Economics

BMM Semester I

[ 2½ Hours ]

[ Total Marks : 75 ]

Please check whether you have got the right question paper.

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

1. Explain the following concepts in brief ( Any Five ) :

- a) Supply
- b) Production Function
- c) Fiscal policy
- d) Gross Domestic Product
- e) Demonetization
- f) Budget
- g) Balance of trade
- h) Monopoly

(15)

2. a) Discuss the circular flow of National Income

(08)

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

(07)

OR

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

(15)

3. a) Define demand. What are the factors determining demand.

(08)

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

(07)

OR

3. Differentiate between Micro and Macro Economics in detail.

(15)

4. a) What are the primary function of commercial bank?

(08)

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

(07)

OR

4. State the merits & demerits of LPG model.

(15)

5. Write short notes (any three):

(15)

- a) Elasticity of demand
- b) Inflation
- c) Indian Stock Exchanges
- d) Marginal Utility
- e) Perfect competition

Please check whether you have got the right question paper.

- N:B:
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) Sociological Imagination
- b) Rural society
- c) Culture shock
- d) Cultural Relativism
- e) Secondary groups
- f) Norms
- g) Caste

Q.2 a) Examine the role of Competition and Conflict as forms of social interaction. 08  
 b) Discuss the nature and scope of Sociology in our lives. 07

OR

Explain trends that are shaping family structure and values in today's age. 15

Q.3 a) Explain Social Class as a type of Social stratification. 08

b) Elucidate the role of Media as an agency of Socialization. 07

OR

Discuss the Core Indian Values and how these are represented in our Media. 15

Q.4 a) Enumerate In detail any 2 Formal & any 2 Informal Agents of Social Control. 08

b) Why are Social groups important in society? 07

OR

Define Social movements, Discuss the elements of a social movement. 15

Q.5 Write Short notes on any three of the following: 15

- i) Social Change
- ii) Symbolic- Interaction Theory
- iii) Dysfunctions of Religion
- iv) Stages of Socialization
- v) Importance of News