

F.Y BMM
Sem-II
April 2019

UNIVERSITY PAPER

F.Y.B.M.M

SEM-II

APRIL - 2019

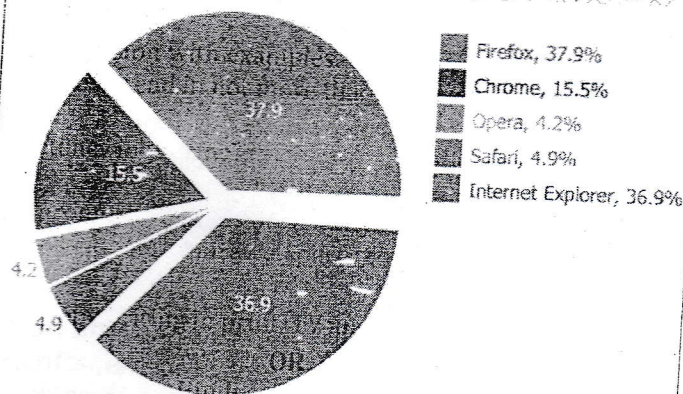
04-04-19

DURATION : 2 ½ HRS

MARKS : 75

Please note: i) All Questions compulsory ii) Figures to the right indicate full marks

- Q I. A. Write a letter to the editor of Times of India drawing attention towards lack of BMC action against growing mosquito problem in your area. (15)
- OR
- Q I. B. Write a letter under the RTI Act to the Income Tax department asking them the reason for delay in issuing your pan card. (15)
- Q II. A. State the objectives of summarizing and precis writing? Describe the differences between them. (15)
- OR
- Q II. B. Explain coherence and cohesion with examples. (8)
- Q II. C. Summarize a novel you have read in not more than 100 words. (7)
- Q III A. How to achieve competency in writing? (15)
- OR
- Q III B. Draft a sales letter to promote the sales of a newly launched brand of ready to eat food packets. (8)
- Q III C. Write a post event report about the farewell party conducted in your college. (7)
- Q IV. A. Compare and contrast copywriting in print, TV and Radio. (15)
- OR
- Q IV. B. Translate the following slogans in Hindi or Marathi language: (8)
- i) Have a break, have a kitkat
 - ii) I'm Loving it
 - iii) An idea can change your life
 - iv) Because you're worth it
- Q IV. C. Write a paragraph on the following pie chart (7)



Q V. Write Short Notes (Any Three)

- A. Jingles
- B. Body Copy
- C. Hard News
- D. Types of Reports
- E. Abstract

15

03-04-19

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 Define Psychology. Explain the role of informational processing model and its relevance in media with a suitable example [15]
- Q2. Answer any one set:-
A Bring out the need for media psychology. [8]
B Explain various branches in psychology. [7]
OR
C Define thinking. Explain instruments involved in the process of thinking. [8]
D Explain the steps involved in creative thinking and its relevance in media. [7]
- Q3. Answer any one set:-
A Bring out the role of psychoanalytic theory of personality and its relevance in media with suitable example. [8]
B Discuss the role of media in socialising the children and adolescents. [7]
OR
C What do you mean by conformity? Explain various factors influencing conformity. [8]
D Discuss various technique to achieve compliance [7]
- Q4. Critically examine the impact of media violence and steps to overcome the effect of media violence on children [15]
OR
Define learning. Explain social cognition and its role in media with suitable example. [15]
- Q5. Write shorts notes on any three:- [15]
1. Negative Reinforcement
2. Gestalt principles of perception
3. Prosocial effect of media
4. Prejudice
5. Media and attitude formation

08-04-19

Duration: 2 ½ hours

Total Marks: 75

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

1. Discuss any one issue given below with special reference to one specified fundamental right or fundamental duty or directive principle. (15)
1. The upcoming General Elections 2019
- OR
2. 10% Reservation for Economically Backward
2. Answer any one of the following : (15)
- 1) What is the role of caste and religion played in Indian politics? What are your views?
- OR
- 2) Discuss any two regional political parties in Maharashtra with regards to its history, ideology and evolution.
3. Answer either a or b :
- a) i) What is the role of media in Democracy? Illustrate with examples. (8)
ii) What are the unitary features of the Indian constitution? (7)
- OR
- b) i) Explain in detail the Naxal movement in India. (8)
ii) What is the role of new Media in political campaigning? (7)
4. Answer either a or b :
- a) i) Name any 4 non-democratic forms of government with examples. (8)
ii) What are the fundamental rights mentioned in the Constitution? (7)
- OR
- b) i) Explain the Dominant Caste phenomenon. (8)
ii) Write a note on Panchayat Raj. (7)
5. Answer any 3 of the following : (15)
- 1) Preamble
2) Exit polls
3) Coalition Government
4) Fundamental Duties
5) Directive Principles of State

09-04-19

Time 2 ½ Hours.

Total Marks : 75

All Questions are Compulsory. Internal choice given for all the questions

Q1-4 are for 15 marks

Q5 on short notes is for 5 marks each

Q1. Why is management important? Explain in detail managerial roles given by Henry Mintzberg. 15

OR

Q1. What is planning? Explain steps involves in planning process. 15

Q2. What are the major schools of management? Explain the principles proposed by Henri Fayol. 15

OR

Q.2 Decision making is an important conceptual tool of Management. Discuss in detail the process of decision making. 15

Q3. What are the qualities of a good leader? Suggest an ideal leadership style with appropriate justification. 15

OR

Q3. What is communication? What are the common barriers to communication in an organisation? How can these be overcome? 15

Q4. Differentiate between recruitment and selection. Describe the steps involved in the selection process. 15

OR

Q4 Explain the concept of group dynamics with reference to the stages of group formation. 15

Q5. Write short notes on (any 3) 15

1. Crisis Management
2. Motivation
3. Contingency Approach
4. Managerial skills
5. Performance Appraisal

10-04-19

Duration: 2 ½ hours

Total Marks: 75

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

Q.1. Read the case and answer the following questions:

The digital marketing industry is seeing an exponential rise in India. It is evident both from statistical figures and otherwise. With e-commerce businesses expanding, it is but natural that the digital marketing industry is also growing. Today, you will find companies offering digital marketing services everywhere –In India there are many growing hubs for digital marketing, it's easy to find a digital marketing company in Pune, Bangalore, Chennai, Delhi, and in fact in every nook and corner of the country. India is adopting digital approach from foreign countries to grow in a competitive market.

Q-1 Explain the digital marketing strategies in India with examples. (5)

Q-2 How benefits of Digital Marketing has reached rural India? (5)

Q-3 What are some of the disadvantages of digital marketing? (5)

Q. 2. A) Define marketing. Explain its features? (15)

OR

Q. 2. B) What is Market Segmentation? Explain the bases for market segmentation of consumer goods. (15)

Q. 3. A) Essentials of good advertising campaign. (8)

Q. 3. B) What is Rural Marketing? Explain its importance. (7)

OR

Q. 3. C) Explain Types of internet marketing. (8)

Q. 3. D) Explain the difference between product line and product range. (7)

OR

Q. 4. A) Discuss the Qualities of a good salesman. (8)

Q. 4. B) Discuss the role and importance of packaging. (7)

OR

Q. 4. C) What is Relationship marketing? Explain its importance. (8)

Q. 4. D) Describe the IMC planning process. (7)

Q. 5. Write short notes on (any 3): (15)

- Niche marketing
- Umbrella equity.
- DAGMAR and AIDA
- Traditional marketing and Morden marketing.
- Difference between publicity and public relations.

BMM Semester II (Revised)

Paper / Subject Code: 77107 / Introduction to Literature.(Rev.)

11-04-19

DURATION: 2 ½ HRS

Marks: 75

NOTE: ALL QUESTIONS ARE COMPULSORY.
EACH QUESTION CARRIES EQUAL MARKS
MARKS TO THE RIGHT INDICATE FULL MARKS

Q.1.

A) *Animal Farm* is the study of a dream betrayed. It begins with hope for the animals and ends with their miserable lives getting even worse. To what extent do you agree with these statements? [15]

OR

B) Throughout the novel, *Animal Farm*, the natural characteristics of each animal figure heavily in their motives and pronouncements. Do you feel that Orwell purposely chose certain types of animals to assume certain roles? [15]

OR

C) Analyse Bishma Sahani's *Tamas* as a socio-political novel. [15]

OR

D) How sensitively does Bisham Sahni deal with the element of violence in *Tamas*? [15]

Q.2. A) In Gabriel Garcia Marquez's short story *A Very Old Man with Enormous Wings* what are the varied responses of the townspeople to the old man? What do these responses tell us about human behaviour? [8]

B) How does Mrinal Pande overturn the notion of motherhood in her short story *Girls*? [7]

OR

Q.2. C) What social commentary is Isabel Allende making in the short story *And of Clay Are We Created*. [8]

D) What is setting? How effective is the cafe as the setting in the story *A Clean, Well-Lighted Place*? [7]

Q.3.

A) Critically analyse the poem *Need Ka Nirman Phir Phir*. [8]

B) How do the soldiers portray the reality of war in Wilfred Owens poem *Strange Meeting*? [7]

OR

C) Critically analyse *The Lie* by Maya Angelou. [8]

D) Discuss the use of imagery in Robert Frost's poem *Stopping by Woods on a Snowy Evening*. [7]

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