

UNIVERSITY PAPER

S.Y.B.M.M

SEM-III

OCT. -2018

Time: 2.30 Hours

Marks: 75

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) Consumption of Advertising art by youth

Q 1 B. Explain any one of the following: (05)
(i) Uses & Gratification Theory
(ii) Two Step flow Theory

Q 2. Explain:

A. New Media theory with respect to:

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

B. The changes in Advertising in Magazines and how it has created an impact on: (07)

(i) The New Man OR (ii) Feminist Strategies of Detection in the present scenario

Q3 Discuss:

A. (i) Media & Consumerism OR (ii) Foucault's Power & Authority (08)

B. Trends in Media with respect to

(i) Radio OR (ii) Print (07)

Q4 .Explain:

A. (i) Media & Diaspora OR (ii) Propaganda Model (08)

B. (i) Marshall McLuhan's theory in the current times OR (ii) Religion & Media (07)

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

- (i) Language & Media
- (ii) Intellectual Property & New Media
- (iii) Agenda Setting Theory
- (iv) Discourse & Media
- (v) Media Power & Political Culture

BMM Semester III

26-10-18

Time: 2:30 Hours

Marks: 75

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

Q.1. Using the following points as hints, create a fictional character: [15]

1. Gender
2. Name
3. Age
4. Height
5. Hair colour
6. Eye colour
7. Complexion (tanned/pale/freckled, etc.)
8. Body shape
9. Occupation
10. Typical outfit
11. Personal vehicle
12. Whether uses public transport
13. Ambition
14. Married/single/in relationship
15. Education
16. Lives in urban/rural
17. Food habits
18. Drinking pattern (social drinker/alcoholic)
19. Smokes or not
20. Religious beliefs
21. Kind of house
22. Siblings
23. Parents
24. Friends
25. Place of birth
26. Place of residence
27. Reaction in stressful situations
28. Allergies
29. Favourite music
30. 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. [8]

(c) Explain how one could start a blog. [7]

Q.3.

- (a) Write a radio script of your choice. [8]
(b) What is premise? Write premises of any three films, novels or plays of your choice. [7]

OR

- (c) Write a four-line poem with the syllable structure of 5-7-5-7. [8]
(d) Discuss 'theme' as an element of writing. [7]

Q.4.

- (a) Analyze the following poem for: [8]
1. Title
2. Tone
3. Symbolism
4. Imagery

Love Is

Some people forget that love is
tucking you in and kissing you
"Good night"
no matter how young or old you are

Some people don't remember that
love is
listening and laughing and asking
questions
no matter what your age

Few recognize that love is
commitment, responsibility
no fun at all
unless

Love is
You and me
- Nikki Giovanni

- (b) Discuss 'characterization' as an element in writing. [7]

OR

- (c) Identify and explain the figures of speech in the following: [8]
1. The clouds look like cotton balls.
2. The sun was a red dot on a blue canvas far far away.
3. The flowers nodded as the train passed from near the field.
4. Fred fed the frogs in the field.

- [8] (d) Discuss the following types of conflict with examples from literature and/or film: [7]
[7] 1. Man against fate
2. Man against machine
3. Man against supernatural

- [8] Q.5. Write short notes on **any three** from the following: [15]
[7] (a) Foreshadowing
(b) Ghost writing
(c) Epic
[8] (d) Thriller
(e) Comic relief

[7]

[8]

- 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** Explain technological development of cinema from silent era to contemporary time. (15)
- Q.2** Describe the process of film production from pre to post. (15)
OR
a) What is the role of digital technology in present cinema. (8)
b) Describe melodrama & musical with examples. (7)
- Q.3** What are the ingredients of Masala films? Elaborate with example of each ingredient. (15)
OR
a) Discuss the French New Wave Movement and its characteristics. (8)
b) Does proper distribution help in success of a film? (7)
- Q.4** Explain with examples the difference between Documentary, Short Film & Feature film? (15)
OR
a) Explain Axis, Laxman Rekha in relation to continuity with examples. (8)
b) Write the contribution of Marathi films to Indian cinema. (7)
- Q.5** Write short notes on (any three): (15)
i) Subjective camera
ii) Objective camera
iii) Nouvelle vague
iv) Trolley shot
v) Director
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BMM Semester II

30-10-18

Time 2 ½ Hours

Marks: 75

Please check whether you have got the right question paper.

- NB: (a) All questions are compulsory
(b) Figures to the right indicate marks
(c) Support answers with examples wherever necessary
(d) Public Relation is abbreviated as PR in the paper

Q-1) Managing uncertainty is an important aspect of PR. State your views on crisis communication plan with an appropriate example. 15

OR

Q-1) What are the factors to be considered for organizing successful press conference. Give details. 15

Q-2) a. Difference between Public relation and Branding 08

Q-2) b. How does In-House PR help? 07

OR

Q-2) c. What are the factor to be kept in mind while choosing PR agency? 08

Q-2) d. Write a note on the Non-media tools of PR. 07

Q-3) a. What is Ethics? Why it is important in PR? Explain. 08

Q-3) b. How does one plan a PR strategy? Explain with the example. 07

OR

Q-3) c. What is propaganda? How does it differ from public Relations? 08

Q-3) d. What is the current PR scenario? How important is social media in PR today? 07

Q-4) a. How does New Age Media help in crisis situation? 08

Q-4) b. "PR and advertising are closely related." State your views on the given statement. 07

OR

Q-4) c. What is PR Campaign? Design a social media campaign for 'Make in India' project. 08

Q-4) d. Discuss the need for social responsibility of organizations towards different interest groups. 07

Q-5 Write Short Notes (Any 3) 15

- Media pitch
- PR and Community relations
- PR vs. Sales Promotion
- Objective of PR
- Opinion leaders in PR Communication

- 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 Answer any five from the following in four to five sentences [15]
1. Define texts and readers
 2. Explain Diffusionism
 3. Define Glocalization
 4. Define articulation
 5. Define Homogenization
 6. Give the meaning of Fragmentation
 7. Explain Fashions and Fads
- Q2 A Explain Cultural Materialism as discussed by Raymond Williams. [8]
B Elaborate Encoding-Decoding Model as proposed by Stuart Hall. [7]
- OR
- Q2 C Discuss the various aspects in the Construction of culture. [15]
- Q3 A Explain the social and economic aspects which influence culture. [8]
B Explain how Gender is re-represented in the media. [7]
- OR
- Q3 C Explain the trends, transformation and impact of Popular culture on society. [15]
- Q4 A Explain the impact of the Digital Media Culture. [8]
B Explain in brief Commodification of culture and its influence on lifestyle. [7]
- OR
- Q4 C Discuss the various Festivals and Cuisines of India as expression of culture. [15]
- Q5 Write short notes on **ANY THREE**:- [15]
1. Functionalism
 2. Urbanism
 3. Representation
 4. Oral Traditions
 5. Architecture

BMM Semester III

07-11-18

[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.

1. Answer the following. (15)
- a) What is Social Media Marketing? How do companies use Facebook to reach its audience cite with relevant case study. 10
 - b) What is Twitter? Explain its relevance in today's world. 5
2. Answer the following. (15)
- a) What is HTML? Explain various steps involved in creating HTML file. 8
 - b) What is Timeline in Adobe Flash? Explain various keys used in Timeline. 7
- OR
- c) Design a page in HTML to show all the types of lists with output. 8
 - d) Explain Inline, Internal and External style sheets. 7
3. Answer the following. (15)
- a) Explain Tags:- i) I Frame Tag 8
ii) Body Tag
 - b) What is Dream Weaver? What are its advantages over Traditional designing of Web pages? 7
- OR
- c) Explain: i) Line break tag 8
ii) ;
 - d) Using div. tags design a page in HTML consisting of header, menu, content and footer. 7
4. What is Search Engine Optimization? How do Web Sites use Google Search to advertise themselves? (15)
- OR
- With the help of recent hollywood web movie explain various visual and audio effects being applied in the movie. (15)
- Write short notes on (Any 3) (15)
- a) PPC (Pay Per Click) 5
 - b) Symbols in flash 5
 - c) Frames per second 5
 - d) Surround sound 5
 - e) Blue Screen effect 5
