

**QUESTION PAPER**

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

**SEM-I**

**OCT. - 2019**

Date:-14/10/2019

Seat Nu

PMM

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to

Time : 2.30 hrs

FYBAMMC SEM-I

Subject :- Effective Communication Skills 1

Q1 Explain the following concepts (any 5) (15 marks)

- a. Critical Listening
- b. Decoding
- c. Passive Listening
- d. Feedback
- e. Stress Interview
- f. Target Language
- g. Psychological Barriers
- h. Group Discussion

Q2 Attempt any two from the following (15 marks)

- A). What is Communication? Explain the process of Communication.
- B). Explain the difference between Listening & Hearing.
- C). Explain the common errors in thinking.
- D). What is the meaning of Presentation Skills? State certain dos and don'ts for giving an effective presentation.

Q3 Attempt any two from the following (15 marks)

- A) What is the impact of non-verbal communication on Public Speaking?
- B) What is the meaning of the term Interviewer? Explain types of Interview Questions.
- C) What is a Debate? Explain its advantages.
- D) List and explain some key elements of Non Verbal Communication.

Q4A) What do you mean by Barriers in Communication? Explain Psychological Barriers in Communications along with its types. (15 marks)

OR

Q4B) Translate the following extract (any one) (15 marks)

(Translate to Hindi)

I like the saying: "The grass is always greener on the other side." To me, it means we tend to believe life in places different from our residence is for some reason better. Considering this, I have tried to be content with the place I resided in throughout my life: a regular city in the center of the United States. However, due to various

circumstances that would take too much time to describe here, I started to think about changing my life and moving to another area. And, to start with, I attempted to figure out where I wanted to live, in all sincerity.

While living in a city, I discovered that perhaps the most irritating factor for me was the rush and the amounts of unnecessary information I encountered. Every morning, I witnessed crowds of people hurrying, having quick snacks while leaping from one office to another, glancing at their watches frantically. Every day, I was seeing placards, billboards, TV commercials, and advertising products I had completely no need for. There was no escape from it, because commercials were seemingly everywhere: in search engines, in my mailbox, in YouTube clips, in every printed or electronic material. Whenever I browsed on the Internet for information on topics of interest, I had to wade through tons of informational garbage. I knew that I wanted a place which was far from the daily barrage of chaos and congestion and where I could be one with nature in solitude.

or

(Translate to English)

जुम्मन शेख अलगू चौधरी में गाढ़ी मित्रता थी। साझे में खेती होती थी। कुछ लेन-देन में भी साझा था। एक को दूसरे पर अटल विश्वास था। जुम्मन जब हज करने गये थे, तब अपना घर अलगू को सौंप गये थे, और अलगू जब कभी बाहर जाते, तो जुम्मन पर अपना घर छोड़ देते थे। उनमें न खाना-पाना का व्यवहार था, न धर्म का नाता; केवल विचार मिलते थे। मित्रता का मूलमंत्र भी यही है।

इस मित्रता का जन्म उसी समय हुआ, जब दोनों मित्र बालक ही थे, और जुम्मन के पूज्य पिता, जुमराती, उन्हें शिक्षा प्रदान करते थे। अलगू ने गुरु जी की बहुत सेवा की थी, खूब प्याले धोये। उनका हुक्का एक क्षण के लिए भी विश्राम न लेने पाता था, क्योंकि प्रत्येक चिलम अलगू को आध घंटे तक किताबों से अलग कर देती थी। अलगू के पिता पुराने विचारों के मनुष्य थे। उन्हें शिक्षा की अपेक्षा गुरु की सेवा-शुश्रूषा पर अधिक विश्वास था। वह कहते थे कि विद्या पढ़ने ने नहीं आती; जो कुछ होता है, गुरु के आशीर्वाद से। बस, गुरु जी की कृपा-दृष्टि चाहिए। अतएव यदि अलगू पर जुमराती शेख के आशीर्वाद अथवा सत्संग का कुछ फल न हुआ, तो यह मानकर संतोष कर लेना कि विद्योपार्जन में मैंने यथाशक्ति कोई बात उठा नहीं रखी, विद्या उसके भाग्य ही में न थी, तो कैसे आती?

मगर जुमराती शेख स्वयं आशीर्वाद के कायल न थे। उन्हें अपने सोटे पर अधिक भरोसा था, और उसी सोटे के प्रताप से आज-पास के गाँवों में जुम्मन की पूजा होती थी। उनके लिखे हुए रेहननामे या बैनामे पर कचहरी का मुहर्रिर भी कदम न उठा सकता था। हल्के का डाकिया, कांस्टेबिल और तहसील का चपरासी--सब उनकी कृपा की आकांक्षा रखते थे। अतएव अलगू का मान उनके धन के कारण था, तो जुम्मन शेख अपनी अनमोल विद्या से ही सबके आदरपात्र बने थे।

Q5) Write short notes (any 3)

(15 marks)

- Anchoring
- Meaning and types of Listening
- Debate
- Voice Over
- Panel Discussion

Date:-15/10/2019

Seat Number:- \_\_\_\_\_

Time : 2.30 hrs

FYBAMMC SEM-I

Marks : 75

Subject :- Foundation Course I

- Q.1. Explain the following concepts: (3 marks each) (15)**
- a. Multi-religion
  - b. Regionalism
  - c. Estate system
  - d. Secularism
  - e. Women upliftment
  - f. Fraternity
  - g. Gender ratio
  - h. Communal harmony
- Q.2. Answer any two: (7 ½ marks each) (15)**
- A Explain the characteristics of Urban India.
  - B What are the causes of declining gender ratio in India?
  - C Explain the consequences of caste conflicts in India.
  - D Discuss the meaning of the Preamble to the Indian Constitution.
- Q.3. Answer any two: (7 ½ marks each) (15)**
- A Explain the concept of Diversity as difference.
  - B Explain the causes of violence against women in India.
  - C Explain any 7 basic features of Indian Constitution.
  - D Explain the concept of Panchayati Raj in India.
- Q.4. A What is Communalism? Explain the causes of communalism. (15)**
- OR**
- Q.4. B What are local self-governments? Explain the concept of Urban local self-government. (15)**
- Q.5. Write Short Notes: (any 3) (15)**
- a. Tribal characteristics
  - b. Portrayal of women in media
  - c. Linguism
  - d. Tolerance
  - e. Political party system in India.

Date:-16/10/2019

Seat Number:-\_\_\_\_\_

Time : 2.30 hrs

FYBAMMC SEM-I

Marks : 75

Subject :- Visual Communication

Note:

1. All questions are compulsory.
2. All questions carry equal marks.
3. Internal options are available.
4. Draw suitable diagrams to support your answers.
5. Graph paper may be used for respective questions.

- Q.1 Define or elaborate following terms 15
- |                    |                   |
|--------------------|-------------------|
| a. Sign            | b. Memes          |
| c. Graphic         | d. Illustration   |
| e. Graphs & Charts | f. Negative space |
| g. Hue             | h. Pictograph     |
- Q.2 Attempt **any two** of the following 15
- A What does following shapes symbolise? Atleast three examples of each.
- a. Circle
  - b. Arrow
  - c. Hexagon
  - d. Shield
  - e. Leaf
- B Discuss Photography as a means of visual communication.
- C What is cognitive theory of perception? Discuss any two influencing factors.
- D Role of visuals in citizen journalism.
- Q.3 Attempt **any two** of the following 15
- A What is Visual literacy? Illustrate with examples.
- B Discuss Gestalt principles & explain with suitable diagrams/drawings.
- C Discuss **any three** of the following terms.
- |                   |                   |
|-------------------|-------------------|
| a. Metonymic code | b. Displaced code |
| c. Condensed code | d. Analogical     |
- D How does colour play a role in communicating visually?
- Q.4 A What is body language? What does it constitute? Explain. 15
- OR
- B Five participants for a college event devote their efforts in following share for preparation. Use **pie chart** to represent. 15
- i. 30 hrs
  - ii. 26 hrs
  - iii. 35 hrs
  - iv. 27 hrs

312  
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v. 32 hrs  
Use of protractor is permitted.

Q.5 Write short notes on any **three** of the following

15

- A Constructivism principle of sensual theory
- B Visual Metaphor
- C Ecological approach in sensual theory by Gibson
- D Colour temperature
- E Modes of visual communication

17/10/19

Date:-17/10/2019

Seat Number:- \_\_\_\_\_

Time : 2.30 hrs

FYBAMMC SEM-I

Marks : 75

**Subject :- Fundamentals of Mass Communication**

- Q1 Answer the following briefly (any 5) 15 Marks**
- A What is nonverbal communication
  - B Explain environmental barrier to communication.
  - C Explain Hub Model.
  - D What is Kirtan?
  - E What is folk dance?
  - F Concept of Gate Keeping.
  - G Information superhighway.
  - H Importance of the Internet .
- Q2 Answer any two (7 ½ marks each) 15 Marks**
- a What is body language explain the importance of Body language, give examples.
  - b What are the criteria by which news is Judged.
  - c Write a note on Print media with reference to "Books", explain its features, do you think digital media can replace books.
  - d Explain "Radio" as a form of Mass medium, its uses and effectiveness.
- Q3 Answer any two(7 ½ marks each) 15 Marks**
- a Elaborate on types of appeal used in advertising such as Emotional, Rational and Moral.
  - b What do you understand by "Upward and Down ward "Communication? Give examples.
  - c Write a note of the flow of "From Idea to story board"
  - d What is outdoor media? Give examples of different outdoor Media.
- Q4**
- a Explain Verbal communication Voice, Pitch and tone also explains importance of nonverbal communication with reference to Posture, touch and facial expression. **15 Marks**
- Or**
- b Write on Mahatma Gandhi's communication ability to use Media for social change. **15 Marks**
- Q5 Write short notes any three out of five. 15 Marks**
- a Functions of Mass Communication
  - b Social Media
  - c Any two outdoor Media.
  - d Undesirable effects of Mass media on Children
  - e Blogs.

Date:-18/10/2019

Seat Number:- \_\_\_\_\_

Time : 2.30 hrs

FYBAMMC SEM-I

Marks : 75

Subject :- Current Affairs

Q1. Shivsena can emerge as one of the strongest regional political party in Maharashtra State Assembly Election 2019. Evaluate. (15 marks)

OR

Analyze the issues of deforestation in Aare Colony for infrastructural development of Mumbai City. (15 marks)

Q 2. Answer the following: (Any Two) – (15 marks)

- A. Explain any two current issues handled by the UN.
- B. Briefly discuss different organs of the UN.
- C. Write a note on Maharashtra Nav Nirman Sena.
- D. Write a note on Chandrayaan.

Q 3. Answer the following: (Any Two) (15 marks)

- A. Write in brief : Swacha Bharat Abhiyan
- B. Enumerate the different fields in which Augmented Reality is useful.
- C. What is communalism?
- D. Elaborate reasons for the communal violence in India.

Q4. Discuss various content automation tools.

OR

Pub G can be called as the worst future addictive virtual drug. Comment. (15 marks)

Q5. Write short notes on: (Any Three) (15 marks)

- A. Mumbai Pune Hyper Loop
- B. Political Profile of Amit Shah
- C. Jet Airways Crises
- D. Triple Talaq
- E. Rafale Deal



Date:-19/10/2019

Seat Number:-\_\_\_\_\_

Time : 2.30 hrs

FYBAMMC SEM-I

Marks : 75

Subject :- History of Media

Q1. Discuss the contribution of the following leaders in the growth of the Indian Press.

(Any 5)

(15 marks)

- a. Dr. B.R. Ambedkar
- b. M K. Gandhi
- c. Bal Gangadhar Tilak
- d. Raja Rammohan Roy
- e. K.P. Keshav Menon
- F. Maulana Abdul Kalam Azad
- G. K P Mammen Pillai

Q2. Answer any 2

(15 marks)

- a. Write a note on pre-independence Hindi newspapers
- b. Discuss in brief the history of media around the world till the 18<sup>th</sup> century.
- c. Discuss the provisions of the Vernacular Press Act, 1876
- d. Write in brief about Marathi newspaper of the pre-independence period.

Q3. Answer any 2

(15 marks)

- a. What is the contribution of P V Pathi and D G Tendulkar to documentary films in India?
- b. Explain the role of Indian Press during the Emergency of 1975.
- c. Discuss in brief the role of Facebook as a social media platform.
- d. State the importance of YouTube in the field of digital media.

Q4 A. Discuss the origin and history of radio in Indian till 1947.

(15 marks)

OR

Q4B. Discuss the privatization of Indian TV channels

(15 marks)

Q5. Write Short Notes (Any 3)

(15 marks)

- a. Satyajit Ray
- b. Dadasaheb Phalke
- c. Jabbar Patel
- d. Rituparno Ghosh
- E. Shyam Benegal

M.L.DAHANUKAR COLLEGE OF COMMERCE

Date:-17/10/2019

Seat Number:- \_\_\_\_\_

Time : 2.30 hrs

FYBMM (ATKT)

Marks : 75

SUB :- Managerial Economics – I

Q-1) Attempt any two

(15 Marks)

- 1) Explain the meaning of managerial Economics and its application in the process of decision making
- 2) Discuss the role of a Managerial Economics in the management of a business firm
- 3) Explain the concepts of risk and uncertainty in the context of business decisions

Q-2) Attempt any two

(15 Marks)

- 1) Explain the Law of Demand?
- 2) Explain the types of Price Elasticity of Demand
- 3) Distinguish between Variation Demand V/s Change in Demand

Q-3) Attempt any two

(15 Marks)

- 1) What is production function? Explain the types of production function.
- 2) Examine the internal economics of Scale.
- 3) Explain the long run cost concept?

Q-4) Attempt any two

(15 Marks)

- 1) What is Perfect Competition? Explain the features of Perfect Competition?
- 2) What is market? Explain the fully term Market Structure
- 3) What is Oligopoly? Explain the features of Oligopoly?

Q-5) Write short Notes (Any three)

(15 Marks)

- (1) Managerial Economics
- (2) Game Theory
- (3) Income Elasticity of Demand
- (4) Learning curve
- (5) Monopolistic Competition