

MLDC
QUESTION PAPER

BAMMC

SEM-I

NOV.22

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F.Y. BMM - Sem I

M.L.Dahanukar College of Commerce
F.Y.BAMMC Semester I November 2022
SUBJECT: Foundation Course I

Time :2.5 hrs

Date: 15 Nov 2022

Marks : 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1) Write Short Notes (15)**
1 Christianity
2 Domestic Violence
3 Linguistic Conflict with example
4 Preamble of Indian Constitution
5 Nagar Panchayat
- Q2) A Explain the Tribal Characteristics of Indian Population. (8)**
Q2) B State the effects of Violence against Women. (7)
OR
Q2 C Elaborate the three main system of Social Stratification. (8)
Q2 D State the main characteristics of Indian Culture. (7)
- Q3) A Measures to combat inequality and social exclusion. (8)**
Q3 B Discuss Tolerance and importance of Tolerance. (7)
OR
Q3 C Explain any 7 schedules of Indian Constitution. (8)
Q3 D What is Caste Conflict? Consequences of Caste Conflict. (7)
- Q4 A Local Urban Self Government system of India (8)**
Q4 B Significance of Women in Politics (7)
OR
Q4 C Features of Political Parties in India. (8)
Q4 D State the different causes of Blindness. (7)
- Q5 Write Short Notes (any 3) (15)**
1. Fundamental duties
2. National Emergency
3. Positive Portrayal of Women in Media
4. Multi-Cultural diversity is a boon to India.
5. Problems faced by females at Workplace.

M.L.Dahanukar College of Commerce
F.Y.BAMMC Semester I November 2022

SUBJECT: Visual Communication

Time : 2.5 hrs

Date:16 Nov 2022

Marks : 75

- Note: 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1) Explain any 5 concepts. (15)
- Pictogram
 - Cultural Palette
 - Connotation
 - Visual Perception
 - Pixels
 - Ethics of Process
 - Celebrity endorsement
- Q2) A Elaborate the elements of Design. (8)
- Q2) B Explain advantages of Posters along with types and purpose (7)
- OR
- Q2) C Explain 'Gestalt Theory' as sensory theory. (8)
- Q2) D Explain the Process of Visual Communication. (7)
- Q3) A Discuss 'Colour psychology' as important aspect in marketing and branding. (8)
- Q3) B Explain Ecological theory. (7)
- OR
- Q3) C Discuss different types of Advertisement as tools of visual communication. (8)
- Q3) D Discuss comedy and tragedy as part of drama. (7)
- Q4) A Explain relevance and importance of Ethics in social media (8)
- Q4) B Elaborate visual communication of GIFs (7)
- OR
- Q4) C Elaborate different types of paintings. (8)
- Q4) D What is photographic manipulation? (7)
- Q5) Write Short Notes (any 3) (15)
- Brochures
 - Colour Wheel
 - Visualisation in documentary
 - Citizen Journalism
 - Types of Balance

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**M.L. Dahanukar College of Commerce
F.Y. BAMMC Semester I November 2022**

SUBJECT: Fundamentals of Mass Communication

Time: 2.5 hrs

Date: 17 Nov 2022

Marks: 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1) Define Communication. Describe in detail all the Barriers to Effective Communication. (15)
- Q2) A Describe the following forms of Oral Communication: (8)
- Davandi
 - Nagara
- Q2) B Describe functions of Mass Communication with examples. (7)
- OR**
- Q2 C Evolution of Indian Cinema. (8)
- Q2 D Difference between Upward & Downward Communication. (7)
- Q3) A Write on Newspapers as a mass medium and elaborate on Types of News Features. (8)
- Q3 B Describe Technological Convergence with examples. (7)
- OR**
- Q3 C Define Television as a mass medium. Mention the advantages & disadvantages of Television. (8)
- Q3 D What is OOH Media. Mention its features. (7)
- Q4 A Write on the Impact of Mass Media on Education. (8)
- Q4 B Distinguish between Public Relations and Advertising. (7)
- OR**
- Q4 C Write on the Impact of Mass Media on Children & Youth. (8)
- Q4 D Explain the following Model of Communication: (7)
- Shannon & Weaver Model
 - Laswell Model
- Q5 Write Short Notes (any 3) (15)
1. Proxemics & the 4 key zones
 2. Social Media
 3. News & Newsworthiness
 4. Successful use of Mass Media by Political Leader: Narendra Modi
 5. National E-Governance Plan

M.L.Dahanukar College of Commerce
F.Y.BAMMC Semester I November 2022

SUBJECT: Current Affairs

Time : 2.5 hrs

Date: 18 Nov 2022

Marks : 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1) How ministry of home affairs maintain internal security? (15)
- Q2) A Explain the role of Central Reserve Police Force (8)
Q2) B Explain role of Security Council With reference to terrorism. (7)
- OR
- Q2 C What is Content Automation (8)
Q2 D What are the categories of AI apps (7)
- Q3) A Explain the Unemployment problem in India (8)
Q3 B Explain the problem faced by tribes in Maharashtra? (7)
- OR
- Q3 C What are the latest news on floods and droughts in Maharashtra? (8)
Q3 D Write a Note on BJP (7)
- Q4 A Write a note on Putin (8)
Q4 B What is a global economic slowdown? (7)
- OR
- Q4 C What is international court? (8)
Q4 D What is United nation? Explain its importance (7)
- Q5 Write Short Notes (any 3) (15)
1. Schedule tribes
2. Artificial Intelligence
3. Data Science
4. Eknath Shinde
5. Plastic Pollution

M.L.Dahanukar College of Commerce
F.Y.BAMMC Semester I November 2022

SUBJECT: History of Media

Time : 2.5 hrs

Date: 19/11/2022

Marks : 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1) Discuss the history of newspapers in India upto 1947. (15)
A. Ancient and medieval era
B. James Augustus Hickey
C. Newspapers post 1857
- Q2) A Write a note on Hindi language ^{journalism} in India. (8)
Q2) B Elaborate on the condition of press during the National emergency of 1975. (7)
- OR**
- Q2) C Why is Bengal called the birthplace of journalism in India? (8)
Q2) D List down the notable newspapers of Tamil and Telugu language. (7)
- Q3) A Discuss the growth of documentaries in India. (8)
Q3) B Write in brief about the work of Dadasaheb Phalke. (7)
- OR**
- Q3) C Trace the history of cinema in India. (8)
Q3) D State the most popular films by Akira Kurosawa and their importance to Japanese cinema. (7)
- Q4) A Trace the timeline of the growth of radio in India. (8)
Q4) B Write in detail about why television is the best medium for advertising. (7)
- OR**
- Q4) C Why is radio the best medium of mass communication? (8)
Q4) D Elaborate on the growth of television in India. (7)
- Q5) Write Short Notes (any 3) (15)
1. Censorship Act, 1799.
2. Bal Gangadhar Tilak
3. B. R. Ambedkar
4. Short films
5. Kesari

M.L.Dahanukar College of Commerce
F.Y.BAMMC Semester I November 2022
SUBJECT: Effective Communication- I

Time : 2.5 hrs Date: 14-10-2022

Marks : 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1)** Explain the following concepts (15)
1. Translation
 2. Street Plays
 3. Promotional Interview
 4. Group Discussion
 5. Polarization
- Q2) A** Define Communication. Elaborate the process of communication. (8)
- Q2) B** Discuss the types of non-verbal communication. (7)
- OR**
- Q2 C** Distinguish between oral communication and written communication (8)
- Q2 D** How to conduct an interview? (7)
- Q3) A** Discuss the components of ancient drama. (8)
- Q3 B** Explain the different forms of communication. (7)
- OR**
- Q3 C** Complete the sentences by using correct articles. (8)
1. Sheldon is _____ honest man.
 2. _____ oranges I brought are very sour.
 3. Sharon will take _____ train from _____ next stop.
 4. _____ Pacific Ocean is one of _____ five oceans of _____ world.
 5. _____ Eiffel Tower lights up at night.
 6. My mother has _____ polka-dotted umbrella.
 7. King Arthur was _____ just king.
 8. Charles Babbage is considered as _____ father of computers.
- Q3 D** Fill in the blanks with the use of appropriate conjunctions (7)
1. My car has a radio _____ a CD player.
 2. Sharon hates to listen to rap music, _____ ill she tolerates heavy metal.
 3. Carol wanted to drive to Colorado, _____ Bill insisted that they fly.
 4. I'm afraid of heights, _____ I appreciate the view from the top of this building.
 5. I have to be on time, _____ my boss will be annoyed if I'm late.
 6. Do you like chocolate _____ vanilla ice cream better?
 7. I have to go to work at six, _____ I'm waking up at four.
- Q4 A** Assume you are a famous personality invited to address students of graduation to motivate them for their future. Draft a speech for the same. (8)

Q4 B Enumerate the guidelines of an interviewer

(7)

OR

Q4 C Translate the following passage.

(8)

जो फिल्म मुझे सबसे ज्यादा पसंद है वह है "तारेज़मीन पर"। यह मेरी पसंदीदा फिल्म है और मैंने इसे कई बार देखा है। यह मेरी पसंदीदा फिल्म है क्योंकि कहानी बहुत ही मार्मिक है। यह फिल्म मनोरंजक और शिक्षाप्रद दोनों है। यह एक इमोशनल फिल्म है जो मुझे हमेशा पर्दे से बांधे रखती है। यह एक ऐसे लड़के की कहानी के बारे में बताता है जो डिस्लेक्सिया से पीड़ित है जिसके कारण वह भाषण ध्वनियों की पहचान करने में असमर्थ है और वे अक्षरों से कैसे संबंधित हैं। इस विकार के कारण, वह किसी भी गतिविधि में उत्कृष्टता प्राप्त नहीं कर सकता है। उसे सभी विषयों का अध्ययन करना कठिन लगता है। इस विकार के बावजूद वह पेंटिंग में बहुत अच्छा है। हालाँकि, उसके खराब प्रदर्शन के कारण उसे स्कूल से निकाल दिया जाता है। सभी शिक्षक उसके माता-पिता से कहते हैं कि उनका लड़का सामान्य नहीं है और उसे स्कूल भेजा जाना चाहिए जो विशेष रूप से उसके जैसे विशेष बच्चों के लिए बनाया गया है। बाद में, उसके माता-पिता उसे बोर्डिंग स्कूल भेजते हैं। वहाँ वह नए वातावरण के कारण घबराहट और भय की स्थिति में डूब जाता है। सौभाग्य से, उन्हें वहाँ एक कला शिक्षक मिलता है जो बहुत सहायक और देखभाल करने वाला होता है।

Q4 D Discuss the advantages and disadvantages of debate.

(7)

Q5 Write Short Notes (any 3)

(15)

1. Anchoring
2. Do's of panel discussion
3. Aids of presentation
4. Visual translation skill
5. Language barriers.