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<p style="text-align: center;"><b>M.L.Dahanukar College of Commerce</b>  <b>S.Y.B.A.M.C. Semester III October 2022</b>  <b>SUBJECT: Electronic Media I</b></p> <p><b>Time : 2.5 hrs                      Date: 6 October 2022                      Marks : 75</b></p> <p><b>Note:</b> 1. Question number 1 is compulsory.  2. Questions no. 2, 3, 4 have internal option.  3. Figures to the right indicate marks.</p>		
Q1)		What are the three stages of broadcasting shoots? Explain Pre - production stage in detail. (15)
Q2)	A	Explain the role of All India Radio as a source of information and entertainment. (8)
Q2)	B	What are the features of community radio ? (7)
OR		
Q2	C	What are the qualities of Radio Jockey? (8)
Q2	D	Explain phone in programs on radio . (7)
Q3)	A	Distinguish between studio shoots and on location shoots. (8)
Q3	B	What are the positive and negative effects of visuals? (7)
OR		
Q3	C	Explain types of microphones. (8)
Q3	D	What are the types of cameras? (7)
Q4	A	What are the types of non -fiction writing? (8)
Q4	B	Explain the concept of Spot Radio ,Radio Bridge and Podcast. (7)
OR		
Q4	C	What are the types of editing? (8)
Q4	D	Write a radio script for Breakfast Show on FM channel. (7)
Q5		Write Short Notes ( any 3) (15)
	1.	Types of Sound
	2.	DTH
	3.	Talk shows on TV
	4.	Private FM channels
	5.	Web series

**M.L.Dahanukar College of Commerce**  
**S.Y.B.M.M.C. Semester III October 2022**

**SUBJECT: Corporate Communication and Public Relations**

**Time : 2.5 hrs**

**Date: 7 Oct 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)** Analyze the following case study and answer the following questions: **(15)**

Nestle India Ltd is a food giant ranked 66 in the fortune global list. Nestle has been in India since 1912 and its brands, Cerelac, Nescafe, Kit Kat, Everyday, and Maggi among others are household names. In 2015 Maggi instant noodles came under the scanner for three main reasons:

1. Indian food inspectors ordered Nestle India to recall a batch of Maggi noodles from the northern Indian state of Uttar Pradesh claiming that tests have found Maggi instant noodles "unsafe and hazardous" and accused nestle of failing to comply with food safety law as Maggi noodles contained higher than permitted levels of lead.
2. They did not mention "No Added Message" on the packaging, which is an act of mislabeling.
3. It launched Maggi Oats Masala Noodles without meeting the appropriate norms of standardization.

On June 5, 2015, a nationwide ban was imposed on Maggi by Food Safety and Standards Authority of India. Nestle India Challenged these decisions but the results by Kolkata Central Laboratory in 2015 corroborated the previous results. Consequently, several state governments began testing samples and banned the product. Within a few days, Maggi was off the shelves.

Q1. What were the problems faced by Maggi Noodles?

Q2. What was the challenge before Maggi Noodles? If you are Public **(5)**

Relation manager of Maggi, what strategies would put into action **(5)**  
during the crisis?

Q3. How did Maggi plan its comeback? **(5)**

**Q2) A** Explain the role of public relation in fashion and entertainment. **(8)**

**Q2) B** What is the professional code of ethics? **(7)**



OR

- Q2 C What is corporate identity? Explain its features. (8)  
Q2 D State the objectives of Public Relation. (7)  
Q3) A What is mass media law? Explain <sup>the types of mass media laws.</sup> ~~the term definition and its types~~ (8)  
Q3 B What are the steps in implementing an effective employee communication programme. (7)

OR

- Q3 C Elaborate the tracing growth of public relation in India. (8)  
Q3 D Explain the term propaganda. State its common techniques used to manipulate target customers. (7)  
Q4 A Discuss the various tools of public relation. (8)  
Q4 B What are the principles ~~of~~ building effective media relations. (7)

OR

- Q4 C Discuss the pros and cons of technology used in corporate communication. (8)  
Q4 D What is crisis communication? State the impact of crisis. (7)  
Q5 **Write Short Notes ( any 3 )** (15)  
1. Trust building  
2. Corporate image  
3. RTI  
4. Invasion of privacy  
5. Role of management in employee communication.

**M.L.Dahanukar College of Commerce**  
**S.Y.B.M.M.C. Semester III October 2022**  
**SUBJECT: Introduction of Photography**

**Time : 2.5 hrs**

**Date: 10 Oct 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.

- Q. 1 Define the following concepts. (Any Five) 15**
- a. ISO
  - b. Guide number
  - c. Megapixel
  - d. Focal length
  - e. Exposure
  - f. Image Sensor
  - g. Parameters of Light
- Q. 2 A Explain 'Metering modes' in a camera. Discuss the situations where these modes are most useful. 08**
- B Define Synchronisation. Discuss any two applications of 'Slow sync.' 07**
- OR**
- Q. 2 C What is 'White Balance?' Establish its relation to 'Colour Temperature.' 08**
- D Compare between Human eye & Camera. 07**
- Q. 3 A Exposure as suggested by camera metering is (aperture) f-8 & (shutter speed) 1/30s @ ISO-100. The lens carried on the shoot is 100mm/ f-2. Find out the appropriate new combination of A, S & ISO to get shallowest Depth of Field. 08**
- B Suggest photographic occasions where wrong exposure is most appropriate exposure. 07**
- OR**
- Q. 3 C What do you understand by 'Motion blur?' Discuss any two applications of 'Motion blur.' 08**
- D Explain Numbers on lens which read... '90mm/ f-1:2.8 ED / Ø67.' 07**
- Q. 4 A What is photographic lighting? Discuss the need for it. Use illustration to support your answer. 08**
- B How large an image can be enlarged produced by a camera having 24megapixel image sensor at 300ppi? Aspect ratio is 3:2. 07**

**OR**

- C What is 'Quality of Light?' Comment on the factors it depends on.  
Discuss any two light modifiers. 08
- D Compare 'incident light metering' with 'reflected light metering.'  
Discuss advantages & drawbacks of both the types. 07
- Q. 5 Write short notes on 'Any Three' of the following. 15**
- A Exposure Modes
  - B Star trails
  - C Special purpose lenses
  - D Perspective
  - E Exposure Triangle



**M.L.Dahanukar College of Commerce**  
**F.Y.Bachelors in Arts Multi-Media & Communication**  
**Semester III October 2022**

**SUBJECT: Film Communication I**

**Time : 2.5 hrs**

**Date: 11/10/2022**

**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) Discuss in detail the 'Globalization of Cinema and the Multiplex era'. (15)
- Q2) A Describe the history of the cinematograph. (8)  
Q2) B What is the full form of POV? State and explain the difference between an objective and subjective POV. (7)
- OR**
- Q2 C Elaborate on the history of documentaries in India. (8)  
Q2 D State and explain the elements of a mise-en-scene. (7)
- Q3) A Discuss the early years of world and Indian cinema (1895 - 1919). (8)  
Q3 B Name four impactful movies from the silent era and discuss the elements that make them notable. (7)
- OR**
- Q3 C Elucidate on the characteristics of the early sound era of cinema. (8)  
Q3 D Explain in detail what the 'Studio system' of the developmental era of cinema meant. (7)
- Q4 A What is neo-realism? Write in brief about the Italian neo-realism in cinema. (8)  
Q4 B Enumerate on the features of Japanese cinema. (7)
- OR**
- Q4 C List and discuss the elements of the German Expressionist movement in cinema. (8)  
Q4 D Give a detailed account of the 1941 Hollywood film Citizen Kane and how it was pathbreaking for American cinema. (7)
- Q5 **Write Short Notes ( any 3)** (15)  
1. First Indian movie - Raja Harishchandra  
2. Impact of costume  
3. Georges Melies  
4. Raj Kapoor  
5. Parallel Indian cinema

**M.L.Dahanukar College of Commerce**

**S.Y.B.A.M.M.C**

**Semester III October 2022**

**SUBJECT: Introduction to Media Studies**

**Time : 2.5 hrs**

**Date: 8-Oct-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) A Explain Uses and Gratification Theory. (08)

B Elaborate on Two Step Flow Theory with example. (07)

Q2) A Describe about Toronto School and McLuhan's work. (8)

Q2) B What is Media Biasness? Explain different types of Media Bias. (7)

**OR**

Q2 C Explain different types of Normative Study. (8)

Q2 D Elaborate about the Class System of the society. (7)

Q3) A "New media tools are more interactive communication". Do you agree with the statement? Justify. (8)

Q3 B Write pros and cons of Mass Media. (7)

**OR**

Q3 C Explain the Magic Bullet Theory. (8)

Q3 D Explain the Denis McQuail Theories of Development and Democratic Participation. (7)

Q4 A What is feminism according to you? How is this concept moulding the society? (8)

Q4 B Give details about Harold Lasswell. (7)

**OR**

Q4 C "Long term exposure to television weakens individual sense of reality." Do you agree with the statement? (8)

Q4 D Explain the theory of Internet as Public Sphere. (7)

**Q5**

**Write Short Notes ( any 3)**

**(15)**

1. Racism
2. Participatory Culture
3. Agenda Setting Theory
4. Attitude Change
5. Era of Mass Society.