

M.L.Dahanukar College of Commerce

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

Semester IV March 2023

SUBJECT: Computers and Multimedia II

Time : 2.5 hrs

Date: 8-April-2023

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) What are the different blending modes available in Photoshop? (15)
- Q2) A What is sequence in Premiere pro? (8)
Q2) B What is transition in Premiere pro? (7)
OR
- Q2 C Explain Camera raw filters and its panels. (8)
- Q2 D What are the uses of pen tool? (7)
- Q3) A What are the steps to create a webpage in Dreamweaver? (8)
- Q3 B What are the main features of Dreamweaver (7)
OR
- Q3 C How to Wrap Image around text in InDesign (8)
Q3 D How to fit Images in Frame in InDesign (7)
- Q4 A Explain adobe illustrator tool bar in detail (8)
- Q4 B What is adobe illustrator? (7)
OR
- Q4 C Explain Blob brush tool in illustrator (8)
- Q4 D Shape builder tool in illustrator and its uses in detail (7)
- Q5 Write Short Notes (any 3) (15)
1. Timeline
 2. Bleed
 3. Levels Adjustment layer
 4. InDesign
 5. Filters

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Semester IV March 2023

SUBJECT: Electronic Media II

Time : 2.5 hrs

Date: 31 March 2023

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 What are the advantages and disadvantages of OTT platforms?
Explain with examples. (15)
- Q2 A Explain the contribution of AIR with reference to educational programmes. (8)
- Q2 B What are the limitations of community radio ? (7)
- OR
- Q2 C Explain the importance of TRP. (8)
- Q2 D What are the features of DTH? (7)
- Q3 A Write a note on any two regional news channels in India. (8)
- Q3 B What are the trends in regional TV channels? (7)
- OR
- Q3 C What are the different ways to spot fake news? (8)
- Q3 D What is story board ? Explain its importance. (7)
- Q4 A Frame 8 questions to interview a famous writer for a TV show. How will you introduce him/her in that show? (8)
- Q4 B How panel discussion can make public opinion? (7)
- OR
- Q4 C What are the qualities of Radio Jockey? (8)
- Q4 D What are the Do's and Don'ts in presentation of interview on radio? (7)
- Q5 **Write Short Notes (any 3)** (15)
1. VOOT App
 2. Idea Generation
 3. Regional channels of Doordarshan
 4. Breaking news
 5. Private FM channels

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Semester IV March 2023

SUBJECT: Film Communication II

Time : 2.5 hrs

Date:6-April-2023

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 a detailed note with suitable examples about the role of South Indian languages films in the Indian film industry. (15)
- Q2) A Elaborate on the work of actress Alia Bhatt and mention three of her most credible movies. (8)
- Q2) B Discuss the significance of the movie 'Rang De Basanti'. (7)
- OR**
- Q2) C What are the different genres? Explain with suitable examples any three of them. (8)
- Q2) D Briefly discuss all the costs included in making a film. (7)
- Q3) A Describe contemporary cinema and give five examples of contemporary movies with their storylines. (8)
- Q3) B Explain the significance of OTT platforms in India with respect to content. (7)
- OR**
- Q3) C Enumerate on the concept of media convergence. (8)
- Q3) D Elucidate on the changes in the film viewing culture during and post COVID. (7)
- Q4) A Examine and detail the ways in which a film can make money. (8)
- Q4) B Trace all the activities included in the production stage. (7)
- OR**
- Q4) C Name and describe five film bodies. (8)
- Q4) D List and write a note on the most prestigious film awards in India. (7)
- Q5) **Write Short Notes (any 3)** (15)
1. Marathi film industry
 2. Academy Awards
 3. Dharma Productions
 4. Pathaan movie
 5. New age actors

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Semester IV March 2023

SUBJECT: MASS MEDIA RESEARCH

Time : 2.5 hrs

Date:5-April-2023

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 objectives of Research and State the different types of Research. (15)
- Q2) A Explain the types of Probability Sampling methods. (8)
Q2) B What are the conditions of a good hypothesis? (7)
OR
Q2 C What is Scaling? Explain the various Scaling Techniques. (8)
Q2 D Explain the different types of Observation. (7)
- Q3) A Elaborate on the steps in the Sampling Process. (8)
Q3 B Explain the various types of Data Analysis. (7)
OR
Q3 C What are the stages in Report Writing? (8)
Q3 D Explain the advantages and disadvantages of Content Analysis. (7)
- Q4 A Elaborate on Circulation Research and Newspaper Management Research. (8)
Q4 B Explain the need for Research. (7)
OR
Q4 C What is Social Research? Explain its importance. (8)
Q4 D Enlist the commandments of questionnaire preparation suggested by Miller. (7)
- Q5 **Write Short Notes (any 3)** (15)
1. Snowball Sampling
2. Editing
3. Readability Research
4. Tabulation
5. Popular Report

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Semester IV March 2023

SUBJECT: Media Laws And Ethics

Time : 2.5 hrs

Date: 3 Arpil-2023

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 how women are presented stereotypically in media. (15)
- Q2) A How to spot fake news? (8)
Q2) B Express your views on online gambling and defamation as cyber-crime. (7)
- OR**
- Q2) C Explain objectives of Advertising Standards Council of India. (8)
Q2) D Discuss the difference between invention and innovation. (7)
- Q3) A How civil courts are different from criminal court? (8)
Q3) B What principal advertiser should follow? (7)
- OR**
- Q3) C What is definition of Drug under 'Drug and magical remedies Act'? (8)
Q3) D Explain role of TRAI. (7)
- Q4) A Which unfair trade practices are found in ads? (8)
Q4) B Explain Intellectual Property right act (7)
- OR**
- Q4) C Why do we need ethics? Explain with views of famous thinkers. (8)
Q4) D How Indian media represented itself ethically in pandemic period? Discuss with examples. (7)
- Q5) **Write Short Notes (any 3)** (15)
1. LGBTQ advertising ethics
 2. Preamble of Indian Constitution
 3. Exclusion to RTI
 4. Privacy on social media
 5. Objectives of Press council of India

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Semester IV March 2023

SUBJECT: Writing and Editing for Media

Time: 2.5 hrs

Date: 1-April-2023

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)** Draft a radio script for a morning show in a two-column script adding the time and SFX. **(15)**
- Q2)** A Discuss the challenges of broadcast media. **(8)**
Q2) B Elaborate the strengths of television. **(7)**
- OR**
- Q2** C What are the determinants of news? **(8)**
Q2 D Discuss any seven basic tools of writing. **(7)**
- Q3)** A Write a film review on any of the movie you have watched recently. **(8)**
Q3 B Discuss the various steps for writing feature article. **(7)**
- OR**
- Q3** C Elaborate on guidelines for news video on the web. **(8)**
Q3 D Discuss the cannons of good editing. **(7)**
- Q4** A What is the process of editing? **(8)**
Q4 B Elaborate on guidelines which can help in writing effective ads. **(7)**
- OR**
- Q4** C Discuss the various types of lead. **(8)**
Q4 D Explain the various kinds of appeal with examples. **(7)**
- Q5** **Write Short Notes (any 3)** **(15)**
1. **Headline**
 2. **Radio jockeys**
 3. **New trends in broadcasting**
 4. **Copywriting**
 5. **Digital Convergence**