

TIME: - 2½ Hours

Marks:-75

- NOTE: 1) All the question are compulsory subject to internal choice  
2) Enumerate with relevant examples where ever necessary  
3) Figures to the right indicate full marks

**Q1) Case Study:**

Starbucks is a firm believer in LGBTQ+ rights. When the pride wave surged, Starbucks came forward and reinstated its belief through the **#ExtraShotOfPride** campaign. Starbucks joined hands with the Born This Way Foundation to raise \$250K to support the LGBTQ+ community. Throughout the campaign, they shared quotes and stories of various Starbucks employees cherishing the pride spirit.

(15)

Based on the above case answer the following questions:

- a) As a digital marketer enumerate the key advertising objectives for promoting this campaign. (5)  
b) Create a Facebook campaign for promoting the brand. (5)  
c) How would you use Instagram as a platform for promotion of the brand ? (5)

**Q2) a) Discuss the advantages and Principles of Digital Media briefly?**

(8)

**Q2) b) Explain On Page Optimization in context to SEO.**

(7)

OR

**Q2) c) Discuss SEM in brief as an important aspect of Digital Media.**

(8)

**Q2) d) Briefly explain Web analytics.**

(7)

**Q3) a) E-mail marketing enhances better Reach in Digital Media Campaigns. Comment.**

(8)

**Q3) b) Highlight the importance of Blogs in Digital-Media.**

(7)

OR

**Q3) c) Explain Affiliate Marketing and its purpose in Digital Media.**

(8)

**Q3) d) Discuss Social media analytics with reference to Web Analytics**

(7)

**Q4) a) Explain Google Adwords and what are they used for?**

(8)

**Q4) b) Discuss Digital Security? Explain in brief.**

(7)

OR

**Q4) c) Explain Email marketing with help of its key concepts.**

(8)

**Q4) d) Explain Programmatic Marketing briefly.**

(7)

**Q5) Write Short Notes (Attempt any 3)**

(15)

- 1) Traditional Vs Digital Media.  
2) SEO.  
3) CRABS in Email Marketing.  
4) Content Writing.  
5) Cyber ethics.

Time: 2 hours 30 mins

Total marks: 75

1. All questions are compulsory.
2. Figures to the right hand indicate full marks.

Q 1. Answer the following:  
A) What are social movements? Elaborate the elements, stages and various types of social movements with relevant examples. 15

OR

B) Elaborate on Development induced displacement and explain its impact on the lives of displaced people with relevant examples. 15

Q 2. Answer the following:  
A) What are the major challenges that the Indian economy is facing? 8  
B) Elaborate on the measures for enhancing agricultural development in India. 7

OR

C) Enumerate the causes and consequences of corruption in India. 8

D) Elucidate the role of political parties and its impact on the political system in India. 7

Q3. Answer the following:  
A) Explain criminalization of politics. 8  
B) Explain in detail the causes and consequences of Terrorism. 7

OR

C) Explain the Smart City Mission In India. 8

D) Describe any one social welfare scheme for women and any one social welfare scheme for children by the Government of India. 7

Q4. Answer the following:  
A) Elaborate on the contribution of the MIDC in the economic development of Maharashtra. 15

OR

B) Write a note on Tribal and Women's movements in India and the achievements of these movements. 15

Q5. SHORT NOTES (any 3) 15  
a. Environmental movements  
b. Relevance of entrepreneurship  
c. Objectives of the Make in India programme  
d. Majority and coalition government  
e. Any two rural social welfare schemes by the Government of India

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05/06/2023

Time: 2½ Hours

Marks:75

N.B : 1. All five questions are compulsory.

2. Figures to the right indicate maximum marks for each question.

Q1. List 15 questions you would ask in an interview to any one of the following: (15)

- Aditya Thackeray
- Virat Kohli
- Mamta Banerjee
- Alia Bhatt

Q2.a) "Typography is the art and technique of arranging types in a visually pleasing and effective way" Elaborate on this statement. (08)

b) If you are assigned to write a cover story for a magazine that will be published this week. What will the theme be and how will you do the story? (07)

OR

a) What are Agony Aunt columns? Explain with examples. (08)

b) What skills are required to write a good film review? (07)

Q3.a) Differentiate between magazine journalism and newspaper journalism. (08)

b) Outline the structure of a magazine office. Mention the departments and the function of each. (07)

OR

c) As a feature writer how will you prepare yourself to conduct an interview with a Minister? (08)

d) Explain the importance of page layout and design in a magazine.

Which principles would you keep in mind to make the pages appealing? (07)

Q4. Write a column on : Generation Gap. Give your write-up a headline

(about 250 words)

(15)

OR

b) Trace the evolution of magazines in India. What is the role of

niche publications in this market

(15)

Q5. Short notes (Answer any three)

(15)

a. Blurbs

b. Digital Magazines

c. Profile

d. Cartoons

e. Book Review

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07/06/2023

Time: 2 hours 30 mins

Total marks: 75

- N.B: 1. All questions are compulsory.  
2. Figures to the right hand indicate full marks.

Q 1. Answer the following:  
A) Explain fairness and objectivity, sensationalism, and integrity in crime reporting. 15

OR

B) What is Combing operation? How can a crime reporter make news on Combing operation? 15

Q 2. Answer the following:  
A) What is conflict of interest? Explain with example. 8  
B) Discuss how could crime Reporter give justice to victim and the accused? 7

OR

C) What is FIR? Explain its importance in crime reporting. 8  
D) Discuss some of the basic principles of Crime Reporting. 7

Q3. Answer the following:  
A) Discuss how television news channels cover crime stories. 8  
B) Explain in detail the sources of crime Reporting. 7

OR

C) Examine the role of ATS and CID in the police force. 8  
D) Explain Role of hidden sources in crime reporting. 7

Q4. Answer the following:  
A) Discuss the structure of India's judicial system and the main functions of judiciary. 15

OR

B) Write a note on role of District Courts and importance of lower Judiciary. 15

Q5. Write Short Notes (any 3) 15

- IPC
- Non-cognizable offences
- Principles of crime reporting
- Media Trial
- Crime Shows on Indian television

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09/06/2023.

Time 2 and half hours

Marks 75

NB 1 All Questions compulsory

2 Figures on right indicate marks

Q1 A Explain the growth of regional television news networks in India. (15)

OR

Q1 B. Write brief history of development of television journalism in India and abroad. (15)

Q2 A. What role does a public service broadcaster play in a country's development? (8)

Q2 B. Explain the characteristics of television news as opposed to that of other media. (7)

OR

Q2 C What is panel discussion and how does it create public opinion? (8)

Q2 D Write in brief about the skills and techniques of good news anchoring. (7)

Q3 A. What is a documentary? What is role and importance of documentaries in TV news channels? (8)

Q3. B Breaking news content has been criticised on private news channels. Do you think they have impact on masses? Comment (7)

OR

Q3. C. Write down the Importance of reviews. (8)

Q3. D. Explain the importance of 24x7 news channels with reference to content in India. (7)

Q4 A Discuss the features and types of television interview. Prepare 10 questions for interview for one of the following. (Only questions) (15)

- 1) Mahendra Singh Dhoni
- 2) Adah Sharma ('Kerala Story' fame)
- 3) Eknath Shinde
- 4) Ravish Kumar

OR

Q4 B Explain the structure, purpose and design of any two television feature programs with the help of a current event. (15)

Q5 Write short notes on Any Three of the following: (15)

- 1) Crime Shows on TV
- 2) Dumbing down of news
- 3) Docudrama
- 4) Piece to Camera (P2C)
- 5) Star/ABP Majha

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