

TYBAMMC/V-18/12/23

Duration: 2 & ½ hours

Total marks: 75

- N.B. 1. All Questions are compulsory
2. Figures to the right indicate marks

Q1) What do you mean by Integrated Marketing Communication (IMC)? Explain the importance of IMC tools while launching any digital media channel. Create a campaign using a minimum of 2 IMC tools for launching an online edition of a reputed newspaper of your choice. (15)

Q2) A) 'Commercialisation of news is a dangerous trend'. Do you agree with the statement? Elaborate. (8)

Q2) B) Analyse the different categories of ownership in a media industry? In today's environment, which ownership according to you, is ideal for a media organization? (7)

OR

Q2) C) Explain the concept of Cross media ownership in detail, with the help of relevant examples. (8)

Q2) How important is the understanding of Financial Management Processes in the long-term functioning of media organizations? (7)

Q3) A) Explain the importance of an editorial department in a news media organization. Chalk out the hierarchy of an editorial in TV News channel. (8)

Q3) B) Provide an in-depth analysis of the dangers associated with the commercialization of news. (7)

OR

Q3) C) What are the tactics used by organizations to cut costs and boost finances. How do advertorials and events help in increasing revenue? Give suitable examples. (8)

Q3) D) Explain the role Foreign Direct Investment (FDI) played in the growth of the media industry in India. (7)

Q 4) Discuss the significance of social media marketing for a media organization in today's context. Give suitable examples to illustrate. (15)

Q 5) Write Short notes on (attempt any three) target audi & building goodwill is imp for news media (15)

A) Disruptive technologies and importance in media organisations

B) TAM

C) Company Act

D) Readership surveys and growth of publications

E) Disruptive Innovation

sales & promotional activities.

TYBAMMC / V - 13/12/2023

Time: 2 ½ Hours

Total Marks: 75

Instructions:

1. All question are compulsory.
2. Each question carries 15 marks.

Q1.A. What is Union Budget? Explain the important characteristics of Union Budget 2023-24. Do you believe the percentage of allotment of GDP towards each sector in the current budget is justified? (15)

OR

Q1.B. What is Business Journalism? Which are the top Business News Media Organizations in this country? (15)

Q2. A. Explain the attributes of the Banking sector in India? Do you agree that modern technology has changed the way core banking facilities is provided in this country? (15)

OR

Q2.C. What role do World Bank, BRICS and Asian Development Bank play in the overall economic development of various countries? (8)

Q2.D. What role do the Technology Sectors play in the growth of the Indian economy? (7)

Q3.A. Indian Unicorn Companies have contributed to the growth of the economy. Discuss. (8)

Q3.B. Trace the timeline of the Adarsh Housing Society scam. (7)

OR

Q3.D. Which are the various Financial schemes introduced by Government of India to promote Financial Inclusivity amongst the weaker sections of the society? (15)

Q4.A. Explain the significance and relevance of Planning Commission and NITI Aayog? How effective is NITI Aayog in making India a global power? (15)

OR

Q4.B. Which are the various Stock Exchanges in this country? What role does SEBI play in regulating these Stock Exchanges? (15)

Q5. Write Short Notes (Any 3 Out of 5): (15)

1. 2008 Financial Crises
2. FERA and FEMA
3. RBI
4. Fiscal Deficit
5. Globalization and FDI

Time: 2 ½ Hours

Marks: 75

Q. 1 Write a news story in an Inverted Pyramid Format in about 250-300 words along with a suitable headline.

15 Marks

"Ranbir is a great actor, he is in a different league altogether. He is very original. I feel he is a mix of so many actors, it is wrong to compare to other actors, (But) I feel he is a mix of Robert De Niro, Al Pacino and Kamal Haasan. This man (Ranbir) has no limitation," Vanga told PTI. "He doesn't get angry like his character (in the film). He is a very calm person. I remember when I used to write rageful scenes, I would ask him so many times, 'Ranbir, when do you get angry?' He would say, 'I don't get angry, and Sandeep this is the 7th or 9th time you are asking me this'. As an actor, Ranbir Kapoor has no limitations, says filmmaker Sandeep Reddy Vanga, who believes he has presented the star in a never-seen-before avatar in their upcoming film "Animal". The movie revolves around a father and son and their troubled bond, played by Anil Kapoor and Ranbir. It is set against the backdrop of extreme bloodshed in the underworld. The director, best known for Vijay Devarakonda-starrer "Arjun Reddy" and its Hindi remake "Kabir Singh", starring Shahid Kapoor, said it was a pleasure to watch Kapoor transform into the total antithesis of himself in the role of Arjun Singh in "Animal". Vanga said he was introduced to Kapoor's work through "Rockstar", in which the actor played the role of a musician struggling to find himself, spiritually and artistically. "I saw two shows of 'Rockstar' on the same day. I loved him and I told him about this. I never thought I would get to work with him. As a concept film, this is my second film. I'm glad I got to work with him this early. He had called me saying, 'We should work (together)'. This is after 'Kabir Singh'. He had actually sent me a text message after 'Arjun Reddy', and I had not seen his message as it came from an unknown number. It was such a mistake. I was so happy when I learnt about it." The movie also stars Bobby Deol and Rashmika Mandanna. Speaking about Bobby Deol, Vanga said Deol was always the first choice for the movie. "He is a great guy. From day one, we had Bobby in mind. I had called him in 2020 or 2021, he was promoting 'Class of 83'. For one of the scenes where he is bare-chested, we shot it in Scotland in minus three degrees. He came, he did the shot," he added. Produced by Kumar and Krishan Kumar's T-Series, Murad Khetani's Cine1 Studios and Pranay Reddy Vanga's Bhadrakali Pictures, "Animal" will release theatrically on December 1 in Hindi, Telugu, Tamil, Kannada, and Malayalam. Vanga is happy with the reception the movie's teaser has received and said he is eager to see how the public will react when "Animal" opens in theatres next month. "I'm so happy that everybody is liking it. I gave more than three years for this film. It all feels good when people like your work. I think the film will be a blockbuster. It's been a while since there has been a story about father and son," he said. I gave more than three years for this film. It all feels good when people like your work. I think the film will be a blockbuster. It's been a while since there has been a story about father and son," he said.

- 2 A) Define news and explain different types of news stories? (8 marks)
- 2 B) Explain how accuracy and objectivity often gets compromised in day and age of breaking news. (7 marks)
- (OR)
- 2 C) Sports journalism is losing its space in India : agree or disagree? (8 marks)
- 2 D) What are threats a reporter needs to be aware of while doing investigative journalism ? (7 marks)

- 3 A) Social media has become a new source of news gathering, explain the pros and cons of the same with examples? (8 marks)
- 3 B) Discuss the coverage of the Israel and Hamas conflict? (7 marks)
- (OR)
- 3 C) Broadcast journalism has reduced the importance of Print journalism, agree or disagree? (8 marks)
- 3 D) What are the procedures for writing a news report? (7 marks)

- Q.4A) What are the difference between news 'source' and news 'beat'? Give a brief note on beat reporter. (8 marks)
- B) News about environment and other social problems should get more importance in news media. What is your opinion? (7 marks)
- (OR)
- C) An ideal interview is said to be the midway between monologue and dialogue. Discuss how a reporter can successfully negotiate this way while taking a news interview. (8 marks)
- D) Journalists are gatekeepers of information". Do you agree? Does this gatekeeping obstruct free flow of information? (7 marks)

Q.5 Write short notes on (Any Three) (15 marks)

- A. Entertainment Journalism
- B. News Sources
- C. Russia and Ukraine Conflict
- D. Hard News Vs Soft News
- E. Sting operations

TIME: 2 1/2 HRS

MARKS: 75

NB: All Questions are compulsory.

Q1. Write a feature on the challenges faced by senior citizens in their day-to-day life. (15)

Q2. A. Write a feature on the profile of any famous personality. (7)

B. Explore the ethical challenges faced by feature writers when covering sensitive social justice topics. (8)

OR

C. 'Journalist play a vital role in voicing out for Urban Poor' comment on the statement and write a letter to the editor explaining their issues. (7)

D. Share your perspective on how to balance the responsibility of reporting with the potential to evoke change in the society. (8)

Q3. A. How can one differentiate between a news article and a feature article? (7)

B. Human interest stories create interest and curiosity in the readers. Justify the statement with suitable examples. (8)

OR

C. Anecdotes and illustrations add flavour to the feature. Comment. (7)

D. Explain the structure of interview and how it could be carried out to frame a feature story with an example. (8)

Q4. A. A nation's progress is measured through its infrastructure development as one parameter. Write a feature on any one developmental project in India? (15)

Q5. Write short notes on any THREE: (15)

- Plight of Night Schools in Mumbai
- Tourism in Maharashtra.
- Condition of Jails in Mumbai.
- Ministry of Social Justice & Empowerment
- Challenges faced by Person with Disability

Time 2 1/2 hours

Total marks-75

- ❖ All questions are compulsory
- ❖ Figures to the right indicate full marks
- ❖ Give relevant examples wherever necessary.

Q.1. The Panama Papers scandal involved a leak of 11.5 million confidential documents from Panamanian law firm Mossack Fonseca. Explain the role played by ICIJ to which global team of journalists got connected for information and also role played by global media and reporting on Panama papers. (15)

OR

Q.1 Elucidate on Watergate Scandal – a series of interlocking political scandals of the U.S. President's Richard M. Nixon's administration. What investigation was conducted at the Watergate apartment complex what did the investigation reveal? Elaborate on the entire Investigative process. (15)

Q2.(a) Elaborate on role of an investigative reporter and qualities and essentials possessed for becoming an investigative journalist? Comment. (8)

(b) The Centre for Investigative Journalism (CIJ) is a think-tank, alternative university and an experimental laboratory set up to train a new generation of reporters in the tools of investigative in-depth and long form journalism across all media. Add your views. (7)

OR

Q2.(C) In an investigative journalism follow-ups help us to set stories in context over a longer period of time and to explain cause-and-effect. Justify with the help of an example (8)

Q2.(D) In an investigative journalism an investigative journalist may spend months or years researching and preparing a report. Elucidate the sources that an investigative journalist depend on? Discuss with an example the importance of news sources in making news. (7)

Q3. (A) In an investigative journalism the RTI Act is a valuable tool for journalists to pursue accurate, factual, and reliable information. Elucidate. (8)

Q3. (B) In an investigative journalism whether accurate or inaccurate or 'whether laudatory or critical' the publication of any of the aforesaid personal information without the consent of the person, would be in violation of the right to privacy of the person and liable for damages. Justify your answer. (7)

OR

Q3. (C) In a major boost to freedom of press, a Delhi court has ruled that the publication of a document merely labelled "secret" shall not render the journalist liable under the colonial relic, Official Secrets Act 1923 (OSA). Add your views. Cite an example on Kulbhushan Jadhav. (8)

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Q3. (D) What is defamation? In an investigative journalism, can a Defamatory Publication on the Internet constitute a Slander or Libel? When is a journalist accused of the charge . (7)

Q4.(A) In an investigative journalism sometimes we feel the need to use tools against (15) threats we don't actually face, while ignoring risks that are more likely. Does a journalist require a different protective measure in response. Comment.

OR

Q4.(B) In an investigative journalism framing the research questions can be considered the core of any systematic investigation as the research outcomes are tied to asking the right questions. Elucidate. (15)

Q5. Write short note on:- (Any 3) (15)

- (a) CIJ
- (b) Hypothesis
- (c) Gatekeepers
- (d) Traits of an investigative journalist
- (e) Key skills of an investigative journalist

TYBAMMC / V - 15/12/23

(2½ Hours)

[Total Marks: 75]

- Note: - (1) All questions are compulsory and carry equal marks
(2) Figures to the right indicate marks
(3) Support answers with examples wherever necessary

Q1. Case Study

A. MOJO has changed modern day's journalism, elaborate the statement with the help of any one exclusive news coverage. (15)

OR

B. Now a days it has become difficult to follow ethics while practicing journalism as with the help of mobile phones any one can be a journalist, elaborate with the ethics and principles of journalism. (15)

Q2. Discuss in detail news workflow and MOJO.

A. Explain the Seven basic steps of mobile news reporting with examples. (7)

B. Trace the 7 basic steps of mobile news reporting with examples. (8)

OR

A. Elaborate as a journalist, which efforts has to be taken for making a news trending on social media. (8)

B. How Google Glass works and explain its feature? (7)

Q3.

A. List different video editing apps, which are useful for a MOJO. (7)

B. Newsrooms have been replaced by mobile journalism. Explain (8)

OR

A. List the important wearables of a MOJO. (8)

B. Explain different mobile development approaches with their weaknesses and strengths. (7)

Q4.

A. Mobile journalism effects on content, presentation and analysis of print as well as electronic media news. Explain (15)

B. State the difference of design between news portal and news application. Also explain how different functions are added to make it more user friendly with an example with any one news portal and one mobile application. (15)

Q5. Write short notes. (Any 3)

1. SEO (15)
2. Blogging and Micro-blogging
3. M-Learning
4. Importance of hashtag.
5. News gathering