

M. L. Dahanukar College of Commerce
F. Y. Bachelors in Arts Multi-Media & Communication
Semester II April 2024

SUBJECT: Effective Communication Skills-II

Time : 2.5 hrs

Date:04-April-2024

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) Edit the following passages.

(15)

1. Books help us know more about our civilization. Through books, we come in contact to great scholars, poets and philosophers. Book never misguide us. They help us in building their character. By reading books, our knowledge is elevated. If us are on a long journey, books gave us good company. Everyone, therefore, should develop the habit to reading books.
2. Time is very precious than money. Money once lose can be regained but time once lost was lost forever. Time and tide waits for no one. A lost opportunities may spoil one's life. Those who doesn't act in time has to repent afterwards. An intelligent student prepared his lessons on advance. Hence proper using of time is essential.
3. Children love picnics and outings of their parents though they are equally happier doing things with them around the house. A parent may make his child feels special by following some simple rituals. Bedtime stories, the game of cards or simply talking and laugh together before going to bed some give children a wonderful sense of well being. They hardly forgot these moments and cherish them throughout these lives.

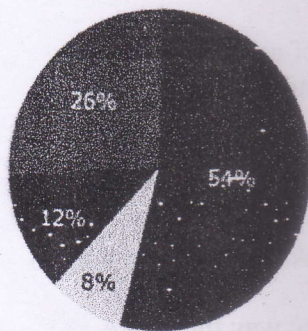
Q2) A Discuss the different types of report

(8)

Q2) B Summarize the information in 150 words by selecting and reporting the main features, and make comparisons where relevant.

(7)

Women in poverty: family composition of household



- Single women with no dependent children
- Married women with no dependent children
- Married women with dependent children
- Single women with dependent children

Source: U.S. Census Bureau, Current Population Survey, 2008 Annual Social and Economic Supplement.

OR

Q2) C Explain the steps to write a copy.

(8)

Q2) D What are the techniques edit a magazine article?

(7)

Q3) A You have not received your passport for the past three months in spite of having fulfilled all formalities. Draft a letter under the RTI act addressed to the passport officer, Passport Seva Kendra, Marol, Andheri East, Mumbai inquiring about the reason for the delay.

(8)

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03.

- Q3 B An educational institution required one hundred and fifty desks for its classrooms. Draft a letter of inquiry addressed to Famous Furniture Mart asking for a price-list and catalogue. Use the complete block layout. (7)

OR

- Q3 C Draft a circular to consumers informing customer of change of address. (8)

- Q3 D Draft an investigative report with recommendations about the unhygienic conditions in the canteen of Star Works Private Limited, Mulund, Mumbai. (7)

- Q4 A Write a summary of the following passage: (8)

The villains too are unrealistic. They are portrayed as completely bad. I have not met anyone in real life who is completely bad, nor have I met one who is completely good. In real life, each person has his or her bad points, and depending on the situation he or she may act accordingly. I know a man who would not give a cent to a beggar but would willingly spend a fortune on his children. How does one judge such a person? To the beggar he maybe stingy, which is something considered bad. To his family, however, he will be considered a good father. So he is good or bad according the situation. In films and television, in almost every case, the heroes' triumph over the villains. If real life were to be as portrayed, by now there should be no villains left in the world, or very few of them. Consequently, the world should be flooded with out-of-work heroes. That is hardly the case in the actual world. On the contrary, wars, crimes and the battle between heroes and villains seem to have increased, not lessened. If the Germans and Japanese of World War II have been defeated how is it that they are now major economic world powers? We buy most of the best electronic products from the Japanese villains, do we not?

- Q4 B Draft a promotional leaflet for blood donation drive in your college. (7)

OR

- Q4 C Write a paragraph on festivals in India. (8)

- Q4 D Fill in the blanks with prepositions. (7)

1. Shivaji Maharaj fought _____ every kind of aggression.
2. Don't depend _____ others, you must stand on your own feet.
3. There is something wonderful _____ him.
4. When will you hand _____ your assignment?
5. The Prime minister of England called _____ the President of America.
6. He drove from Maharashtra _____ Karnataka without stopping to rest.
7. Today students should be reconciled _____ the way things are changing.

- Q5 Write Short Notes (Any 3) (15)

1. Content of report
2. Slogans
3. Outlining of synopsis
4. Editor
5. Precis Writing

M. L. Dahanukar College of Commerce
F. Y. Bachelors in Arts Multi-Media & Communication
Semester -II April 2024

SUBJECT: FOUNDATION COURSE II

Time : 2.5 hrs

Date: 5 APR 2024

Marks : 75

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

- Q1 • Explain the following concepts. (15)
1) Liberalisation
2) Natural environment
3) Positive stress
4) Interpersonal conflict
5) Doctrine of Severability
- Q2 A Define privatisation and explain the advantages of privatisation. (8)
- Q2 • B What are the characteristics of Human Rights? (7)
OR
- Q2 C Explain in brief causes of migration. (8)
- Q2 D Explain the first principles and secondary principles of natural law. (7)
- Q3 A Explain types of ecosystem in brief. (8)
- Q3 B What are individual stressors? (7)
OR
- Q3 C What are the forms of environmental degradation? (8)
- Q3 D Write in brief about agents of socialization. (7)
- Q4 A Explain Maslow's Theory of self-actualisation. (8)
- Q4 B Explain importance of ethics in individual development. (7)
OR
- Q4 C What are organisational strategies to reduce stress? (8)
- Q4 D Explain the Right to Freedom and Right against exploitation. (7)
- Q5 Write Short Notes (any 3) (15)
1. Role of IT and Communication
2. Right to Equality
3. Components of sustainable development
4. Pattern of Aggression
5. Methods of responding to conflicts

M. L. Dahanukar College of Commerce
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Semester II March 2024

SUBJECT: Content writing

Time : 2.5 hrs

Date:06-April-2024

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) Arrange the following article in inverted pyramid style: (15)

Earlier in the day, the Indian Navy intercepted the hijacked cargo ship MV Ruen and told the Somali pirates on board to surrender, a spokesperson from the Indian Navy said. The special forces of the Indian Navy, Marine Commando Force aka MARCOS, had boarded the vessel, navy officials said.

Garbriel, who is also the Deputy Prime Minister of Bulgaria, took to X and said, "I express my gratitude to the Indian navy for the successful operation to rescue the hijacked vessel Ruen & its crew members, including 7 BG nationals. Thank you for support & great effort. We continue to work together to protect lives of the crew."

External Affairs Minister S Jaishankar responded to his Bulgarian counterpart Mariya Gabriel after she expressed gratitude for the rescue operation carried out by the Indian Navy on the hijacked cargo ship, MV Ruen, in the Arabian Sea. Among the 17 rescued crew members, seven were Bulgarian nationals.

Indian Navy warship INS Kolkata successfully coerced all 35 Somali pirates, who had hijacked a vessel in the Arabian Sea to surrender and ensured the safe evacuation of 17 crew members on Saturday.

Responding to the post, EAM Jaishankar said, "That's what friends are for."

Q2) A Edit the following paragraph and correct spelling mistakes and grammar. (8)

The caastle stood tall amdrist the hills, its stone's weathered by centuries of time. Inside, the grand hall eckoed with the footstep's of visitor's, drawin by the allure of histree and mistery. Tapestries adroned the walls, dipicting scenes of valour and romnce, while torchs flickerd casting dancng shaddows. In the courtyard below, knites practised their swordplay under the watchful eye's of their master's. Beyound the castle walls, a luch forest streched as far as the

eye could see, a haven for wildlife and a playground for adventurer's seeking hidden treasures and forgotten secrets.

- Q2) B Add correct punctuation marks and capitalize words where necessary: (7)
- i. is mr wadia your professor
 - ii. i will have one juice one pizza and chocolate cake for desert
 - iii. tigers elephants deer bear monkeys etc can be found in jim corbett national park
 - iv. what a bright sunny day
 - v. the sand which was white was taken away by the mafia
 - vi. i hope you get well soon she said
 - vii. are you sure that this is the same car

OR

- Q2) C Write opposite words of: (8)
- i. Near
 - ii. Highest
 - iii. Flexible
 - iv. Lightweight
 - v. Polite
 - vi. Complex
 - vii. Cheerful
 - viii. Harmful

- Q2) D Identify nouns and its types: (7)
- i. Kolkata is the capital of West Bengal.
 - ii. The dress was made of silk.
 - iii. The crowd gathered in front of Taylor's house.
 - iv. She sells seashells on the seashore.
 - v. I brought cabbage and carrots from the market.
 - vi. Priya lives in a grand house in Mumbai.
 - vii. Akshay got Gauri a bouquet.

- Q3) A What are the essentials of good writing? (8)

- Q3) B Discuss the tips to edit photo caption. (7)

OR

- Q3) C What is News Brief? Explain on pointers to write good News Brief. (8)

- Q3) D What is the importance of Info Graphics in the Power Point Presentation? (7)

- Q4) A What are the tips to write for Instagram? (8)

- Q4) B What is the importance of writing for Social Media? (7)

OR

- Q4) C What are the common tips for writing Blogs? (8)

- Q4) D Explain importance of content writing in digital marketing? (7)

- Q5) Write Short Notes (Any 3) (15)

1. Narrative structure of news
2. Three parts of headline
3. Facebook Ads
4. Clip Art in PPT
5. Role of idioms in writing

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Semester II March 2024

SUBJECT: Introduction to Advertising

Time : 2.5 hrs

Date: 8-April-2024

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)** Imagine you are working for a leading chocolate brand known for its rich and indulgent flavours. Your task is to create a captivating ad copy that will entice consumers to choose your chocolate over competitors. **(15)**
Consider the brand's unique selling points, target audience preferences, and the emotional appeal of indulging in delicious chocolate.
Craft a persuasive ad copy that effectively communicates the brand's value and convinces consumers to make a purchase.
- Q2) A** What are 5Ms of advertising and how are they inter-related? **(8)**
Q2) B What is the difference between consumers advertising and B2B advertising? **(7)**
- OR**
- Q2 C** Discuss any four unethical ways of advertising with relevant examples. **(8)**
Q2 D Explain the AIDA model using elements of an ad copy. **(7)**
- Q3) A** Elaborate on the process of Integrated Marketing Communication. **(8)**
Q3 B What are the advantages and disadvantages of OOH media? **(7)**
- OR**
- Q3 C** Integrated marketing communication has various tools but same message. Do you agree? Support your answer with valid arguments. **(8)**
Q3 D Public Relations is an important tool of IMC. Comment. **(7)**
- Q4 A** Describe the 5-step creative process. **(8)**
Q4 B Compare and contrast between full-service ad agency and a creative boutique. **(7)**
- OR**
- Q4 C** Discuss any four departments of advertising agency. **(8)**
Q4 D What care has to be taken while writing a radio commercial? **(7)**
- Q5** **Write Short Notes (Any 3)** **(15)**
1. Advantages of advertising
2. Rural advertising
3. Impact of advertisements on children
4. Print media
5. Advantages of sales promotion

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Semester II April 2024

SUBJECT: Introduction to Journalism

Time : 2.5 hrs

Date: 10 April 2024

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 Elaborate with examples on the different types of beats of journalism. (15)

Q2 A What is citizen journalism? Describe the importance of citizen journalism. (8)

Q2 B Define what is news and explain how news is different from a piece of information. (7)

OR

Q2 C Distinguish with the help of suitable examples between hard news and soft news. (8)

Q2 D Elucidate on the history and importance of Press Trust of India (PTI) as a news agency. (7)

Q3 A Draw an inverted pyramid and explain the importance of using the inverted pyramid format for writing news articles. (8)

Q3 B Write a 100 word story with the following information - What - a robbery at a jeweler's store, When - last night around 3 am, Where - Dixit road Vile Parle, Who - a group of robbers wearing bright pink clothes, Why - not known, How - cut the shutters of the store and broke in. (7)

OR

Q3 C Elucidate on the following type of leads with examples (8)

A. Bullet lead

B. Sequence of Narrative lead

C. Descriptive lead

Q3 D What is the role of journalism in the society? (7)

Q4 A Elaborate on the organisational structure of a newspaper. (8)

Q4 B Briefly write about the different types of journalism. (7)

OR

Q4 C Write a detailed note on the job of different editors in a newspaper organisation. (8)

Q4 D Discuss the qualities of a good journalist. (7)

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Q5 Write Short Notes (Any 3)

(15)

- 1 New media
- 2 It was very late at night when the handsome young man took her hand and started dancing, under the light of the stars. They danced with a lot of grace. – Pick out the 5 Ws and 1 H
- 3 Hard news
- 4 Spot news
- 5 Reuters

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Semester II April 2024

SUBJECT: Media Gender and Culture

Time : 2.5 hrs

Date: 12 April 24

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 is the concept of culture? List and describe the characteristics of culture. (15)
- Q2 A** Distinguish with suitable examples between ethnocentrism and cultural relativism. (8)
- Q2 B** Write a detailed note on the elements involved in the construction of culture. (7)
- OR**
- Q2 C** Explain with relevant examples how representation in films and television has an impact on culture. (8)
- Q2 D** Describe with examples the concept of commodification of culture. (7)
- Q3 A** Enumerate on the concept of hegemonic masculinity in Indian media. (8)
- Q3 B** Discuss the gender issues of Indian media. (7)
- OR**
- Q3 C** Trace the importance of increasing female representation in films. (8)
- Q3 D** Differentiate between stereotypes faced by men and women in society. (7)
- Q4 A** Define globalisation and briefly write about its impact on culture. (8)
- Q4 B** Briefly write about the concept of media imperialism. (7)
- OR**
- Q4 C** Elucidate with relevant examples what is digital media culture. (8)
- Q4 D** Detail how Korean drama tv shows have had a cultural impact in India. (7)
- Q5** Write Short Notes (Any 3) (15)
1. Acculturation
 2. Feminism
 3. Stuart Hall's theory of encoding and decoding
 4. Glocalisation
 5. Meme culture