

TIME: - 2 ½ Hours

Total Marks:-75

NOTE: - 1) All the question are compulsory subject to internal choice
2) Figures to the right indicate full marks

Q1) Case Study:

Arnamica is an AI-powered workplace communications platform. They reached out to a Digital Media agency to launch a organic social and search strategy for their digital marketing campaign. The client had low brand awareness and didn't have a engagements with their consumers in their marketing campaigns before. The company desired to build user demand with a social and search advertising strategy. They desired a full-funnel strategy, targeting leads at every stage of the buying process. (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 Content Writing 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 Cyber Ethics? Explain in brief. (7)

OR

Q 4) c) Explain Email marketing with help of its key concepts. (8)

Q 4) 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) Blogs.
- 5) Digital Security.

Time: 2½ Hours

Total marks: 75

- Note : 1. All questions are compulsory.
2. Figures to the right hand indicate full marks.
3. Internal Choices are provided in Each Question.

Q 1.

Answer the following:

- A) Bring out the importance and features of environmental movements in India with suitable examples. 15
- OR
- B) Discuss the various issues involved in Tribal rights and issues related to farmers in India and suggest solutions to it. 15

Q 2.

Answer the following:

- A) Describe the role and significance of Special Economic Zone in Maharashtra. 8
- B) Enumerate the challenges being faced in the process of industrialization and economic growth in India. 7
- OR
- C) Discuss the present status of Whistleblowers Protection Act, 2011. 8
- D) 'Politicisation of crime has resulted in the decline of law in India.' Comment. 7

Q3.

Answer the following:

- A) What are the root causes and far-reaching consequences of terrorism in modern society? 8
- B) What recent shifts in political trends have influenced the prevalence of majority and coalition governments, and how do these changes reflect evolving dynamics within contemporary political landscapes? 7
- OR
- C) Discuss Emerging trends in tourism sector in India. 8
- D) Describe the primary objectives of any two social welfare schemes for women by the Government of India. 7

Q4. Answer the following:

A) State the problems faced and the measures for enhancing agricultural growth and development in India. **15**

OR

B) Analyse social movements which empowered Women and Dalits in India. **15**

Q5. SHORT NOTES (any 3) 15

- a. Impact of Development induced displacement
 - b. Swatch Bharath Abhiyan
 - c. Role of MIDC
 - d. Remedial measures to combat corruption
 - e. Smart City Mission in India
-

Time: 2 ½ Hours

Marks: 75

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

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

- Eknath Shinde
- Radhika Merchant
- Prashant Bhushan
- Smriti Irani

Q2.

- What is typography? Describe the difference between serif and sans-serif fonts. Provide examples of each. (8)
- What are the key elements of a cartoon, and how do they differ from other forms of illustration? (7)

OR

- Explain some techniques for bringing depth and dimension to a profile? (8)
- In your opinion, what is a good film review? Explain in detail. (7)

Q3.

- What are some best practices for ensuring readability in page layouts? (8)
- What is a human interest story? How is it different from a news report? (7)

OR

- How has the role of the magazine journalist evolved in the age of social media and online publishing? (8)
- What is a column? What makes a column engaging and relevant to readers? (7)

Q4. Write a column on: Mainstream Media in India. (about 200 words) Give your write-up a headline. (15)

OR

- How should a journalist prepare for an important interview? What are some common mistakes to avoid during an interview? (15)

Q5. Short notes (Answer any three) (15)

- Cover Story
- Digital Magazines
- Leads
- Photo feature
- Book Review

Time: 2 hours 30 mins

Total marks: 75

N.B. 1) Question No.1 is compulsory

2) Figures to the right indicate full marks

- Q 1. Answer the following:
- A) Write a note on role of District Courts and importance of lower Judiciary **15**
OR
- B) Examine any one sensational case study of Indian Crime Reporting as given in your syllabus. **15**
- Q 2. Answer the following:
- A) Discuss the role, functions and structure of Indian Police Force **8**
B) Elaborate on the role of para military forces in maintaining law and order. **7**
OR
- C) Discuss some of the basic principles of Crime Reporting. **8**
D) Discuss some measures taken by the police force to deal with sensitive law and order situations. **7**
- Q3. Answer the following:
- A) Elaborate on the need for some important sections of the IPC **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) "What defines non-cognizable offenses, and how are they distinct within the realm of criminal law?" **7**
- Q4. Answer the following:
- A) Discuss the structure of India's judicial system and the main functions of judiciary. **15**
OR
- B) Examine the ethical issues involved in Crime Reporting. Discuss how television news channels cover crime stories. **15**
- Q5. Write Short Notes (any 3) **15**
- a. Cognizable offences
b. Police Investigation Techniques
c. Role of High Courts
d. Crime Shows
e. Trial By Media

Duration 2.5 hours

Marks: 75

Note:

1. All questions are compulsory
2. Marks mentioned on the right side

1. A Explore the growth and impact of regional television news networks in India. 15

OR

1.B Trace the historical evolution of television journalism, comparing its development in India and abroad. 15

Q.2 A Elaborate on the diverse formats of television programming, citing examples where applicable. 8

Q.2 B Discuss the segmented nature of television news and its implications. 7

OR

Q.2 C Analyze the role of panel discussions in influencing public opinion. 8

Q.2 D Provide insights into the essential attributes for successful news anchoring. 7

Q.3 A Outline the process of producing a documentary for a news channel, including its significance and challenges. 8

Q.3 B Critically evaluate the impact of breaking news content on private news channels. 7

OR

Q.3 C Explain the importance of TRP for news channels 8

Q.3 D Explain importance of review shows on Indian television. 7

Q.4 A Evaluate the role and significance of 24x7 news channels in the Indian media landscape.

15

OR

Q.4 B Prepare a Television interview script of 8-10 Minutes on **any one** (only questions)

8

1. Sharad Pawar
2. Manoj Jarange Patil

Q.4 B What are some effective strategies for identifying and combating fake news in today's digital landscape?

7

Q.5 Write short notes on **any three** (Any 3).

15

1. Crime Shows on TV
2. Dumbing down of news
3. Docudrama
4. P2C
5. Sports Broadcasting on TV

Time: 2 ½ hrs

Instructions:

Marks: 75

- 1) It is mandatory to resolve all questions.
- 2) The numbers on the right indicate the Marks.
- 3) All questions have the same Marks

- Q.1 Answer the following 15**
- A) How would you go about the different stages involved in directing "India has got talent" for a National channel
OR
- b) Elucidate the different stages of production involved in a Comedy Show "TAARAK MEHTA KA OOLTAH CHASHMAH"
- Q.2 Answer the following 07**
- A) Write a note on cultural impact of television on audiences
B) How do you think CGI has been incorporated in reality shows & news?
OR
- C) Discuss the use of Semiotics in television Programmes.
D) What is Gestalt Theory? Discuss its Implications in television programmes
08
- Q.3 Answer the following 07**
- A) What all factors should one consider while researching for a Quiz show? Give examples.
B) Describe the changes in television programmes due to digital technology
OR
- C) Give a detailed note on electronic news gathering techniques.
D) What are the different types of Audience Segmentation?
08
- Q.4 Answer the following 15**
- A) Frame Interview Questions for interviewing a Sports Personality of your choice
OR
- B) Discuss the Various Types of Measurements of Viewership in television
C) What is on-the-spot News reporting?
08
- Q.5 Write short notes (Any 3) 07**
- A) Paid news
B) Breaking news
C) Satellite & private cable Channels
D) Anchor
E) Debate vs Panel discussion
15

(2.5 Hours)

[Total Marks: 75]

NB:

1. Read the questions carefully before answering
2. Figures to the right indicate the full marks
3. Give example when necessary
4. Calculator is allowed

Q.1

Answer the following

- A** Create a Media Plan for the Reliance Jio telecommunication company. The schedule will last two months. The advertisements are in colour. The budget for the print campaign is three crores (30000000).

Size:

Magazine: Single and/ or double spread

Newspaper: Half page

Use rate card given below

Dallies	Readership 000's	Rates (in sq cm)	Magazine	Readership 000's	Rate (Full page) colour
The Times of India	15904	4476	India Today (W)	8151	650000
Hindustan times	10904	4270	Kumudam (Tamil) (W)	910	285000
Business standard	1870	1536	Ananda Vikatan (Tamil) (W)	890	229,000
The Economic Times	3150	2300	Business India (F)	988	270,000
Lokmat Times (Marathi)	19282	2980	Forbes India (F)	670	800,000
Vijay Karnataka (Kannada)	1790	390	Vanitha Malayalam (W)	8250	246000
Malayala Manorama (Malayalam)	1760	1080	Mathrubhumi (W)	820	240,700
Mathrubhumi (Malayalam)	1240	890	Discover (M)	3210	256000
Dainik Jagran (Hindi)	73673	1650	National Geographic (M)	1715	323000
Amar Ujala (Hindi)	43775	1072	Grih Shobha (Hindi) (M)	2783	155000

Rate: Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w))

Q 2

Answer the following

Attempt any one between 2a.1 and 2a.2. along with 2.b

[i.e. (Attempt either 2a.1 OR 2a.2 for 8 marks) and 2.b. for 7 marks]

- A 2a. 1 Answer the following:**

Media 1: Reach = 57 %, Frequency = 7, TPC = 5, 70,000, AEC = 59,000

Media 2: Reach = 66%, Frèquency = 7, TPC = 4, 95,000, AEC = 58,000

Find the % TA, GRP and CPRP for Media 1 and Media 2

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2a.2 Answer the following

42,000 people see an advertisement 4 times, 40,000 see an advertisement 5 times and 56,000 people see an advertisement 7 times. The universe is 437,000. The total Cost of Advertising is 98,000. Find Reach%, GVT & CPT.

8

- B Find the average frequency of the advertisement in the magazine using the data given below: 7
Readership: Magazine A=57,000, Magazine B= 47,000, Magazine C= 87,000
Duplication of Magazine A, with Magazine C= 6,000,
Duplication of Magazine B, with Magazine A= 6,000,
Duplication of Magazine C, with Magazine B= 5,500,
Insertion: Magazine A=5, Magazine B=7, Magazine C=2

OR

- C Discuss the function of Media planning in advertising. What are the various Challenges in Media planning 15

Q 3 Answer the following

- A Explain various criterion for selecting media vehicles 8
B Explain some key negotiation skills essential in the field of media buying: 7

OR

- C What is Media Mix? Discuss Factors Affecting Media Mix Decision. 8
D Discuss Keys aspects of BARC 7

Q 4 Answer the following

- A Explain Advantages & Disadvantages of Television as Advertising Medium 8
B Discuss Media objectives and target audience analysis 7

OR

- C Explain various factors involved in television buying for advertising 8
D Key components and features of Google Ads. 7

Q 5 Write short notes on any three of the following:

- a New Consumer Classification System (NCCS) 15
b Frequency
c CPRP
d Advertising Networks
e Influencer marketing in digital media buying

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Illustrate your answers with examples

- Q1. An Indian **Organic Shampoo brand** and **Recreational Centre** plans 15
to expand its operations in the global market. Your Advertising agency
has to roll out a campaign strategy for them.

First: Choose any one product/service

Second: Select any 2 countries from the group of countries given below.

Note: **The two chosen countries cannot be from the same group.**

Group A: USA, UK, France, Germany

Group B: Japan, China, Brazil, South Korea

Group C: Saudi Arabia, Qatar, Bahrain (Except For Dubai and Abu Dhabi)

What factors will you keep in mind while developing the advertising strategy for the two countries selected?

- Q2. a. What is controversial advertising? Elaborate with examples. 8
b. Elaborate on representation of senior citizens in advertisements with relevant examples. 7

OR

- c. What are the various types of advertising? 8
d. Discuss the effects of liberalization in relation to current financial policies and its impact on Media & Entertainment industry. 7

- Q3. a. Discuss the role of advertisements in representation of women & their changing role in society. 8
b. 'Advertisements created for children promote unhealthy eating habits'. 7
Comment on this statement and explain with the help of examples.

OR

- c. 'Digital platforms have changed the way content is created for advertisements. Elaborate this statement with examples. 8
d. Discuss the impact of culture on advertising. State the measures that should be taken care of while creating cross-cultural content for advertisements? 7

Q4.

- a. Create a Social Marketing Campaign for an NGO on **Voter Awareness Drive** 15

OR

- b. Design a Social Media Marketing Campaign for **Media Literacy Initiative to curb misinformation/ disinformation** to be promoted on Internet 15

Q5.

Short Notes (Any 3 out of 5) 15

- a) Influencer Marketing
b) LPG Model
c) Popular Culture & Advertising
d) Political Advertising
e) Challenges in International Advertising