

COURSE AND SEMESTER (F.Y.B.M.M.C- I) BAMMC

SUBJECT: CURRENT AFFAIRS

MARKS: 75

DURATION: 2:30 HOURS

Note: All Questions are compulsory having internal choices.

A mark on the right indicates full marks.

02/11/2023

Q) 1 Explain the following concepts write any 5  
(Each concept is carrying 3 marks)

Q.1 Define the following Concepts (Any Five)

(15 Marks)

1. Swachh Bharat Abhiyan
2. Assam floods
3. Pak Occupied Kashmir
4. Mumbai-Pune Hyperloop Project
5. Eknath Shinde
6. Digital India Campaign
7. The Bhartiya Janta Party
8. Central Reserve Police Force

Q.2 Answer Any Two

(15 Marks)

- A) Write Any Two news stories on the genre of sports? (7 Marks)  
B) Explain communalism and how it affects the stability of the society? (8 Marks)

OR

- C) What is the feature of Digital India?(7 Marks)  
D)What is the Objective of Swatch Bharat Abhiyan?(8 Marks)

Q.3 Answer any two

(15 Marks)

- (A) Explain in detail Functions and Powers of Security Council?  
(B) Define Basic Structure of the Central Government of India?

(7 Marks)

(8 Marks)

OR

- (C) How does mobile application help journalist?  
(D) Explain the use of Data Science in Media?

(7 Marks)

(8 Marks)

Q.4 (A) Which are the various political parties who created their own unique  
Identity in Maharashtra Politics?

(15 Marks)

OR

(B) Explain the areas of issues under POK?

(15 Marks)

Q.5 Write Short Notes (Any Three)

(15 Marks)

1. Virtual Reality
2. UN Specialized Agencies
3. Make in India
4. Artificial Intelligence
5. Digital Gaming

FYBAMMC

SEM -I REGULAR & ATKT

03/11/2023

Subject: Effective Communication-I

75 Marks

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

Q.1. A. Translate the following passage into Hindi or Marathi/~~URDU~~ (15)

I am now going address myself especially to my foreign hearers. I have to give them another warning of quite a different kind. If you are learning English because you intend to travel to England and wish to be understood there, do not try to speak English perfectly, because, if you do, no one will understand you. I have already explained that though there is no such thing as perfectly correct English, there is presentable English which we call "Good English"; but in London nine hundred and ninety-nine out of every thousand people not only speak bad English but speak even that badly. You may say that even if they do not speak English well themselves they can at least understand it when it is well spoken. They can when the speaker is English; but when the speaker is a foreigner, the better he speaks, the harder it is to understand him. No foreigner can ever stress the syllables and make the voice rise and fall in question and answer, assertion and denial, in refusal and consent, in enquiry or information. exactly as a native does. Therefore then every the first thing you have to do is to speak with a strong foreign accent, and speak broken: that is, English without any grammar. English person to whom you speak will at once know that you are a foreigner, and try to understand you and be ready to help you. He will not expect you to be polite and to use elaborate grammatical phrases. He will be interested in you because you are a foreigner, and pleased by his cleverness in making out your meaning and being able to tell you what you want to know. If you say, "Will you have the goodness, Sir, to direct me to the railway terminus at Charing Cross," pronouncing all the vowels and consonants beautifully, he will not understand you. and will suspect you of being a beggar or a confidence trickster. But if you shout, "Please! Charing Cross! Which way!" you will have no difficulty. Half a dozen people will immediately overwhelm you with directions.

OR

Q.1B. Use the outline of incidents given below to narrate the entire incident in a humorous tone.

I wanted to buy mobile phone - gift- birthday - second hand mobile- at first worked well- later....(8)

Q.1C. Rewrite the following Autobiography of a Dog from the third person's view.(7)

A wonderful career has been mine from the time I left my mother's side and began a life of adventure in this little village of Manipur. I am called Moti. I was born in an opening

in a wall in one of the dark and dingy lanes of the village. A year after my birth, my mother left me alone and I lived upon the scraps thrown by the people in the neighbourhood. I do not recollect having met with any accident in my childhood, and the first six months of my life, after my separation from my mother, passed peacefully. I grew up to be strong, handsome and swift. I believe that was the happiest part of my life. I had no work to do, and could run about anywhere I liked. But that could not last long.

One day a man, riding a donkey, came into the village and saw me eating a loaf of bread which I had stolen from a house. He seemed to take a liking for me at once and ordered one of his men to fasten a leather collar round my neck. My kidnapper then sold me for fifty rupees to a gentleman in a neighbouring village. He, as it happened, was a man of means, took me home and gave me a good meal. I was very faithful to my new master and many a time saved his house and property from burglars. In course of time his children grew so fond of me that they would take me out for a walk and send me after.. a ball which they threw at a distance. When they fondled and patted me, I wagged my tail as a sign of gratitude. I never snapped at them even though they sometimes beat me.

At last this good old master died, in a very advanced old age, and then I became the property of a certain Christian gentleman. This gentleman, giving me the name of Bob, took little notice of me. Luckily for me, his wife was a benevolent woman, who treated me with the same kind care and consideration as my previous master.

After a few months' stay I ran away and embarked on a life of adventure.

One day I was crossing the main road, when suddenly there was a loud hoot and I had hardly time to spring for safety when a large and a silent motor car just grazed my tail. How careless!

Q.2.A. How is general communication different from technical communication. 8

Q.2. B. Describe the importance & tools of non-verbal communication? 7

OR

Q.2. C. Explain the barriers to communication with suitable examples. 8

Q.2. D. What is the role of computers in communication? 7

Q.3. A. How can one become an effective public speaker? 8

Q.3. B. How does listening skills help one in office/workplace? 7

OR

Q.3. C. What are the errors in thinking? 8

Q.3. D. Which points must a presenter keep in mind before making a presentation? 7

Q.4. A. What are the aspects of English language? Which points should one remember to become good writers? 8

Q.4. B. Enumerate the thinking tools devised by Dr. de Bono to improve thinking? 7

OR

Q.4 C. Explain the need for translation skills in media—journalism and advertising.8

Q.4 D. Sona is in love with a boy who isn't financially stable to support her but loyal & loving. As her family is not approving this relationship, she is in a state of confusion. Should she follow her heart or use logical or analytical thinking to get away with this situation. Suggest your views & opinions . (7)

Q. 5. Short Notes (out of 5 Any 3)

15 Marks

1. Qualities of a successful anchor
2. Importance of Communication in media
3. Types of Thinking.
4. Challenges faced by a translator
5. Kinds of listeners

XX

External Examination

04/11/2023

FYBMM / Semester I

Subject: FMC

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

Time: 150 Minutes  
[75 Marks]

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Q.1.(A) Explain in detail the following: (15)

- Cultural barriers to communication
- Physical barriers to communication
- Psychological barriers to communication

Q.1.(B). Define communication. Explain in detail the various forms of communication. (15)

Q.2. (A) with the help of diagram explain in detail Riley & Riley model of communication. (8)

(B) Explain in detail the history of social media and its evolution. (7)

OR

Q.2. (C) State the characteristics of Advertising and PR? (8)

(D) What is the impact of mass media on youth? (7)

Q.3. (A) write short notes on: (8)

1. Characteristics of print media
2. Political reforms of Raja Ram Mohan Roy

Q.3. (B) explain in detail the history of magazines and newspapers in India? (7)

OR

Q.3. (C) with the help of diagram explain De Fleur model of communication. (8)

Q.3. (D) Explain in detail the positive and negative effects of social media. (7)

Q.4. (A) Explain in detail the history of films in India. (8)

Q.4. (B) With the help of diagram explain the elements of communication. (7)

OR

Q.4. (C) Explain in detail history of internet in India. (8)

Q.4. (D) Explain in detail the impact of mass media on the development of nation? (7)

Q.5. (C) Write short notes on: (Any 3) (15)

1. Information superhighway
2. Media convergence
3. Information economy
4. History of folk media
5. Difference between mass media and mass communication

**COURSE AND SEMESTER ( F.Y.B.M.M.C – 1 ) BAMMC**

**SUBJECT: VISUAL COMMUNICATION**

**MARKS: 75 | DURATION: 2:30 HOURS**

07/11/23

**Note: All Questions are compulsory having internal choices.  
A mark on the right indicates full marks.**

**Q) 1 Write review of any 03 movies (Each review is carrying 5 marks) (15)**

A	Motion Capture
B	Texture
C	Visual Presentation
D	Pictograms
E	Color mapping
F	Visual literacy

**Q2) Write Any Two Questions (15)**

- A) What is visual communication, and why is it important in our daily lives? (08)  
B) How does the use of color influence visual communication? Provide examples. (07)

**OR**

- C) Give an example of a visual communication medium and explain how it conveys information effectively. (08)  
D) Describe the role of typography (fonts and text) in visual communication. (07)

**Q3) Write Any Two Questions (15)**

- A) Explain the concept of semiotics and how it applies to visible communication. (08)  
B) Discuss newspapers and advertisements as tools of visual communication. (07)

**OR**

- C) Provide examples of how visual metaphors are used in advertising and design. (08)  
D) Explain aesthetics theory as an 'invisible concepts' of visual communication. (07)

**Q4) Write Any One Questions**

**(15)**

A) How does the rule of thirds contribute to the composition of a photograph? Give examples.

**OR**

B) Explain style of painting. Discuss the key characteristics of 5 different styles.

**Q5) Short Notes Write Any 3 (Each Short note carrying 5 marks)**

**(15)**

A	Impact of colour on visual art
B	Photojournalism
C	Warm and cool colours
D	Printing press
E	Purpose and advantages of posters



**External Examination**

**FYBAMMC / Semester I  
Course**

08/11/23

**Subject: Foundation**

**N.B.** 1. All the questions are compulsory  
2. Figures to the right indicate full mark

**Time: 150 Minutes  
[75 Marks]**

**Q.1. (A) Fill in the blanks choosing appropriate options: (8)**

1. \_\_\_\_\_ is the holy book of Christians. (Torah, Gita, Bible)
2. The traditional Hindu society was divided into \_\_\_\_\_ varnas. (Three, six, eight)
3. \_\_\_\_\_ is the main cause of blindness. (Cataract, diseases, Vitamin A deficiency)
4. The Pre-conception and Pre-Natal Diagnostic Techniques Act is aimed at preventing \_\_\_\_\_. (female foeticide, child marriage, maternal morality)
5. The Constitution of India came into effect on \_\_\_\_\_ 1950. (26<sup>th</sup> Dec, 26<sup>th</sup> Nov, 26<sup>th</sup> Jan)
6. There are \_\_\_\_\_ schedules in the Indian Constitution. (15, 13, 12)
7. 73<sup>rd</sup> and 74<sup>th</sup> Amendments in the Constitution are about \_\_\_\_\_. (education, age of marriage, local government)
8. \_\_\_\_\_ arises out of religious fundamentalism. (communalism, casteism, regionalism)

**Q.1. (B) State whether the following statements are true or false. (7)**

- i. India has adopted Presidential democracy.
2. Shiv sena is an example of a regional party.
3. Mayor is the first citizen of the city.
4. Communalism is opposed to secularism.
5. Urban society is heterogenous in nature.
6. Demography is the study of population.
7. The Indian Constitution is the shortest written constitution of the world.

**Q.2. (A) Discuss in detail the characteristics of Indian rural population. (8)**

**(B) Discuss the pluralistic nature of Indian society. (7)**

**OR**

**Q.2. (C) Enlist and explain the socio-economic problems faced by women in India. (8)**

**(D) Write a detailed answer on linguistic conflicts in India. (7)**

**Q.3. (A) Discuss the causes and consequences of communalism in India. (8)**

Q.3. (B) Explain the basic features of Indian Constitution. (7)

OR

Q.3. (C) what are the features and functions of Political parties in India? (8)

Q.3. (D) Explain the problem of gender disparity in India with special reference to declining sex ratio. (7)

Q.4. (A) Explain in detail the Caste system of India. (8)

Q.4. (B) explain in detail the major indicators of Gender inequality? (7)

OR

Q.4. (C) Bring out the role and significance of women in politics. (8)

Q.4. (D) State the types and causes of various physical disabilities. (7)

Q.5. (C) Write short notes on: (Any 3) (15)

- I. Multi Party system in India
- II. Fundamental duties of Indian citizens
- III. Portrayal of women in Media
- IV. Causes of declining sex ratio
- V. Tribal characteristics

COURS AND SEMESTER (F.Y.B.M.M.C I) BAMMC  
SUBJECT: HISTORY OF MEDIA

MARKS: 75

DURATION: 2:30 HOURS

Note: All questions are compulsory having internal choices.  
A mark on the right indicates full marks.

09/11/23

Q1) Explain the following concepts write any 5  
(Each concept is carry 3 marks)

- A) Raja Rammohan Roy
- B) MK Gandhi
- C) Marathi Press
- D) Press During the emergency in India
- E) Diversity of language Newspapers in India
- F) Hindi Cinema
- G) The Lumiere Brothers
- H) Television as a Mass Medium

(15)

Q2) Write Any Three Questions

(15)

- A) Explain in detail Revolutionary movement and press
- B) State the history of Bengali Newspapers in India

(08)

(07)

OR

- C) Write the origin of Short Films
- D) Explain the revival of All INDIA RADIO

(08)

(07)

Q3) Write Any Two Questions

(15)

- A) Discuss the Phenomena Indian Advertisings Campaigns?
- B) Discuss the contribution of Steven Spielberg and Alfred Hitchcock in World Cinema

(08)

(07)

OR

- C) Explain in detail Regional Press in India
- D) State the Press Act of India

(08)

(07)

Q4) Write Any One Questions

(15)

- A) Write note on Documentary in Free INDIA

OR

- B) Explain the role of YouTube and WhatsApp for movie makers

Q5) Short Notes Write Any 3 (Each Short note carrying 5 marks)

(15)

- A) B R Ambedkar
- B) Bal Gangadhar Tilak
- C) Maulana Abul Kalam Azad
- D) Akira Kurosawa
- E) Vernacular Press Act