

02/12/2022

CLASS: FYBAMMC  
SEMESTER: I

SUBJECT: FUNDAMENTALS OF MASS COMMUNICATION  
TOTAL: 75 Marks

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

Q.1. A. Fill in the blanks: (Any 8)

8 Marks

1. Anything that distorts a message is called \_\_\_\_\_. (Medium/Feedback/Noise)
2. Mass \_\_\_\_\_ helps to bring in cultural exchange and at times uniformity. (communication/media/convergence)
3. \_\_\_\_\_ does not always need to know who is going to be the intended receiver. (sender/receiver/audience)
4. \_\_\_\_\_ interest stories are a type of \_\_\_\_\_. (Hard news/Soft news /Headlines)
5. \_\_\_\_\_ is a major component of people's lives today. (communication/media/convergence)
6. \_\_\_\_\_ tried to bring the religious reforms by banning the practice of Sati. (Raja Ram Mohan Roy/LokmanyaTilak/Bhagat Singh)
7. \_\_\_\_\_ is a program made specifically for children but that too at times may be harmful. (Projects/Series/Cartoons)
8. Good \_\_\_\_\_ leads to economic development (employability/understandability/profitability)
9. The \_\_\_\_\_ dimensions of media convergence have been felt to be long running and are yet to be entirely realized. (Socio-cultural/Technical/International)
10. The \_\_\_\_\_ calculation of media machinery has changed because of the economic impact. (business/commercial/informational)

Q.1. B. State whether the following statements are True or False: (Any 7) 7 Marks

1. 'Low Brow' taste appears right at the bottom of the De-fluer's Taste Pyramid.
2. A receiver is a very crucial and important component of the communication process.
3. George Gerbner explains the communication process in his model as an act or technique.
4. Communication between two people without the interference of any intermediate medium is called as intrapersonal communication.
5. Printing started off a revolution that marched further ahead in form of newspaper and magazines.
6. TV has a very small reach.
7. Search Engines is a feature peculiar to virtual world.
8. The 16<sup>th</sup> Lok Sabha elections in India saw quite a few things happening strongly for the first time.
9. Modern classroom teaching methods also mean that in most schools teaching is done with the aid of some mass medium.
10. Digital is one word most commonly heard today in many contexts.

- Q.2. A. Explain in detail various forms of Communication. 8 Marks
- Q.2. B. Explain Gerbner's and Sociological model of mass communication with Diagram 7 Marks

OR

- Q.2. C. Explain the Process and Functions of Mass Communication. 8 Marks
- Q.2. D. What do you understand by Mass Communication? Describe in detail the Barriers to Mass Communication. 7 Marks

- Q.3. A. Write detailed note on Radio and its Characteristics 8 Marks
- Q.3. B. What are the important features of newspaper? 7 Marks

OR

- Q.3. C. Explain how is magazine different from newspaper, write down the features of magazines. 8 Marks
- Q.3. D. Explain the important features of Film in Mass Communication. 7 Marks

- Q.4. A. Name any one contemporary political reformer and how he/she has used mass media effectively to bring about the reformation. 8 Marks
- Q.4. B. Write and discuss the role that media played to bring justice Jessica Lal murder case. 7 Marks

OR

- Q.4. C. Explain in detail the relevance of convergence to mass media industry 8 Marks
- Q.4. D. Write about the History and Evolution of Social media. Give its advantages. 7 Marks

- Q. 5. Short Notes (Any 3) 15 Marks
1. Mass Communication
  2. Form of Print Media
  3. Media Convergence
  4. Information Superhighway
  5. Role of Opinion Leaders in Mass Media

- N.B. 1. All the questions are compulsory  
2. Figures to the right indicate full marks  
3. Working notes should form a part of your answer.

**Q.1 (a) State whether the following statements are True or False and rewrite the sentence (any eight) (8)**

1. Social media is one of the most effective ways of communication in modern world.
2. Ability to construct meaning from Visual images is called Visual Literacy.
3. Constructivism Theory is developed by Julian Hochberg.
4. The First Photograph was taken by Thomas Edison.
5. The question is not what you look at, but what you See by Henry David.
6. Warli paintings are believed to be originated from Maharashtra
7. Cognitive Theory suggests percentage is a result of visual stimuli.
8. Visual communication centers around Verbal components.
9. 3D printing was introduced in the year 1986.
10. Sensual theories includes Gestalt Theory.

**Q.1 (b) Match the following and rewrite (any seven) (7)**

Column 'A'	Column 'B'
1. Maps	(a) fragmented drawing
2. Phonograms	(b) Geographical area
3. Printing Press	(c) Leonardo da Vinci
4. Manuscript	(d) Hand written
5. Brochure	(e) Inked surface
6. Power point	(f) Syllabic Signs
7. Graphs	(g) Pictural representations
8. Gestalt Theory	(h) Max Werthimer
9. Pictograms	(i) useful visual aids
10. Mona Lisa	(j) Informative folded paper

**Q.2 (A) Discuss Visual Aids & it's types in your own words. (8)**

**Q.2 (B) Explain the history of visual communication. (7)**

**OR**

**Q.2 (C) Explain the Visible Concept of Visual communication. (8)**

**Q.2 (D) Elaborate the process & types of visual communication. (7)**

**Q.3 (A) List and explain the Principles of Design. (8)**

**Q.3 (B) Explain the importance of Colour theory in visual communication. (7)**

**OR**

**Q.3 (C) Elaborate on Colour Psychology in Marketing & Branding. (8)**

**Q.3 (D) List and explain the Elements of Design. (7)**

**Q.4 (A) Explain folk art, performing art, theatre as a media of visual communication. (8)**

**Q.4 (B) Explain Media Aesthetic Theory to Indian Film & Television. (7)**

**OR**

**Q.4 (B) Elaborate the role of Animation & VFX in visual communication. (8)**

**Q.4 (D) Discuss Newspaper & Advertisements as tools of visual communication. (7)**

**Q.5. Write short notes (any three) (15)**

**1) Memes and visual communication.**

**2) Script Writing or Screenwriting.**

**3) Painting as visual communication.**

**4) Cognitive Theory.**

**5) Social Media**

**\*\*\*\*\* ALL THE BEST \*\*\*\*\***

- N.B. 1. All the questions are compulsory  
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## Q.1. A. Fill in the blanks:

8 Marks

1. \_\_\_\_\_ flood in May 2022 were result of high rainfall and rising water level in river Brahmaputra and its tributaries (Assam, Maharashtra, Sikkim)
2. \_\_\_\_\_ is an Army force of the union of India for internal security management (Rapid action force, Indian armed force, UK army)
3. \_\_\_\_\_ communalism emphasis is placed on the welfare for the particular community (Welfarist, Social, Mixed)
4. The main objective of \_\_\_\_\_ initiative is to attract investments from and across the globe and strengthen India manufacturing sector (Digital India, Make in India, Sawacha bharat abhiyan)
5. COVID-19 \_\_\_\_\_ the GDP of India (boomed, deemed, grew)
6. Under \_\_\_\_\_ scheme the state govt will provide internship to around 1 lakh graduates in govt offices (Maha E-Skill 2020 Mission, National education policy, Make in India)
7. The J&K reorganization bill was introduced in the Rajya sabha on \_\_\_\_\_ (August 6 2019, August 5 2019, August 8 2019)
8. FIFA is a \_\_\_\_\_ sports game (Football, Cricket, Hide and seek)

## Q.1. B Answer in one sentence: (any 7)

7 Marks

1. What is zero hunger programs?
2. Give two types of Digital gaming
3. What is content automation?
4. Explain the campaign of Make in India.
5. In which year did Assam rites take place?
6. What are the three pillars of Sagar Mala?
7. Which year did COVID-19 take place in India?
8. What is Made in India?

- Q.1. A. Elaborate any 4 political leaders of India 8 Marks
- Q.2. B. Explain in 4 political stories 7 Marks
- OR**
- Q.2. C. Explain the features of Digital India 8 Marks
- Q.2. D. What are the components of Digital India 7 Marks
- Q.3. A. Discuss the international issues under United Nations organization 8 Marks
- Q.3. B. Write and explain any 4 latest news on floods in Maharashtra 2021-2022 7 Marks
- OR**
- Q.3. C. Draw and explain the golden quadrilateral of India 8 Marks
- Q.3. D. Write in brief about Sagar Mala project 7 Marks
- Q.4. A. Explain the data science in media 8 Marks
- Q.4. B. What are the opportunities in digital gaming industry 7 Marks
- OR**
- Q.4. C. Give any 4 mobile apps that help in content creation 8 Marks
- Q.4. D. Discuss and elaborate on the term "Artificial Intelligence" 7 Marks
- Q.5. Short Notes (Any 3) 15 Marks
1. Online skills based games
  2. Swachh Bharat Abhiyan
  3. 2022 Monkey pox outbreak
  4. National education policy, 2020
  5. Padma awardees

CLASS: FYBAMMC  
SEMESTER: I

SUBJECT: HISTORY OF MEDIA

07/12/2022  
TOTAL: 75 Marks

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

Q.1. A. Fill in the blanks:

8 Marks

1. The emergency period in India was \_\_\_\_\_ months (23,25,21)
2. Darpan was the first Marathi newspaper started in January \_\_\_\_\_ ( 1832, 1897,1098)
3. Alam era included \_\_\_\_\_ tunes (7,8,4)
4. The style of bollywood motion pictures has had an effect even on \_\_\_\_\_ preparation (Tollywood, Hollywood, Kollywood)
5. Janik Bhaskar started in the year \_\_\_\_\_ (1958, 1947, 1945)
6. \_\_\_\_\_ authorized Indian censorship act 1799 (Lord Wellesley, Lord William, Lord Henry)
7. A \_\_\_\_\_ is an expansive term to depict a true to life motion picture (Film, Motion, Documentary)
8. AAAI was founded in the \_\_\_\_\_ (1945, 1986, 1098)

Q.1. B. State Answer in one sentence (Any 7)

7 Marks

1. What are narrative shots?
2. What was the name of the first Indian sound film?
3. Who is the father of Indian cinema?
4. What is AIR?
5. What is Motto of Mathrubhumi Newspaper?
6. Who composed the signature iconic tune of All India Radio?
7. What had been the motive of Bombay Chronicles?
8. Which was the Anglo Marathi daily newspaper established in 1862?

Q.2. A. Write the factors that have added to the boom of newspaper in India 8 Marks

Q.2. Explain the history of Indian Newspaper in Hindi

7 Marks

OR

Q.2. C. Explain the history of Indian Newspaper in English. 8 Marks

Q.2. D. Discuss in details the Press acts of India 7 Marks

Q.3. A Explain the Vernacular press act, 1878 8 Marks

Q.3. B. Elaborate the role of documentary filmmakers. 7 Marks

OR

Q.3. C. Discuss the evolution of film making in India  
(Brief history, photography to moving films) 8 Marks

Q.3. D. Write a brief note on Prasar Bharti 7 Marks

Q.4. A. Write the significant points of AIR 8 Marks

Q.4. B. Explain and discuss the history of Television 7 Marks

OR

Q.4. C. Write the phenomenal Indian advertising campaigns 8 Marks

Q.4. D. Describe the role of media icons in the history of Indian media. 7 Marks

Q. 5. Short Notes (Any 3) 15 Marks

Woody Allen

1. Quit India movement
2. TV as a mass medium
3. IPTV
4. AIR



Q.1. B. State whether the following statements are True or False

7 Marks

(10 Sentence each with three options Any 7)

1. The Indian Constitution was adopted on 26<sup>th</sup> November, 1945.
2. Shiv Sena is an example of a regional party.
3. Islam is the largest majority religion in India.
4. Raja Rām Mohan Roy opposed Sati system.
5. Communalism refers to the attachment towards one's own religion.
6. Caste system brings about unity in Indian society.
7. Depression is caused due to mental stress.
8. Kerala has the worst gender ratio among the states of India.
9. Mayor is the first citizen of the city.
10. All those who have attained 18 years of age have the right to vote in India.

Q.2. A. Explain the regional variations in India. 8

Q.2. B. India is a diverse country. Highlight the positive aspects? 7

OR

Q.2. C. Violence against women in India. Explain this with its types, causes and effects. 8

Q.2. D. What are the socio-economic problems of women in India. 7

Q.3. A. Discuss the causes and consequences of communalism in India with examples? 8

Q.3. B. What are the inequalities caused due to caste system. Suggest measures to solve it? 7

OR

Q.3. C. What are the basic features of Indian constitution? 8

Q.3. D. Define fundamental duties. Explain its significance. 7

Q.4. A. What are the challenges to women's political participation in India? Suggest measures to overcome? 8

Q.4. B. Discuss the evolution and disadvantages of a multi party system? 7

7

OR

Q.4 C. Explain the journey of BJP in India. 8

Q.4 D. If you were to become a politician what would your party be like. 7

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

15 Marks

1. Urban characteristics
2. Importance of communal harmony
3. Parliamentary system/Hearinh impairment
4. Preamble
5. Rural local self government

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N.B.1. All the questions are compulsory

2. Figures to right indicate full marks

Q.1. A. Fill in the blanks (Any 8) 8 Marks

1. Noise is a \_\_\_\_\_ barrier.

- a) physical                      b) cultural                      c) psychological

2. The functional units of which sounds are realizations are known as \_\_\_\_\_.

- a) Idioms                      b) proverbs                      c) phonemes

3. The word 'sit' will be transcribed as \_\_\_\_\_.

- a) set                      b) sit                      c) 'sat

4) The sound system of a language is called \_\_\_\_\_.

- a) phonology                      b) tonology                      c) zoology

5) A fake listener usually \_\_\_\_\_.

- a) nods his head                      b) wags his finger                      c) stamps his feet

6) Repetition in writing should be \_\_\_\_\_.

- a) attempted                      b) avoided                      c) used

7) A person with adversarial thinking considers others his \_\_\_\_\_.

- a) foes                      b) friends                      c) relatives

8) The brain is a part of the \_\_\_\_\_.

- a) digestive system                      b) political system                      c) nervous system

9) \_\_\_\_\_ is the process of re-stating any written text in another language.

- a) Translation                      b) dubbing                      c) Subtitling

10. The Hindi word 'Kahaani' written using letters of the English alphabet is an example of \_\_\_\_\_.

- a) transliteration                      b) translation                      c) transcribing

Q.1. B. State whether the following statements are True or False

7 Marks

(10 Sentence each with three options Any 7)

1. A suffix is placed at the beginning of a word.

2. Silence is a tool of communication.

3. Koko was a kitten.
4. Translation and interpretation are one and the same thing.
5. Intensive reading involves detailed reading.
6. Logical thinking involves a mathematical method.
7. One's quality of thinking depends on his level of education.
8. Interrupting a speaker is a good listening habit.
9. Oral communication is easier than written communication.
10. Homophones have similar sounds and different spellings.

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

Q.2. B. Describe the importance 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. How can one achieve fluency in reading? 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.

Q.4 D. Translate the following passage into Hindi or Marathi: 7

Persons may dress differently but they all feel a need to wear some kind of clothing. Clothing, like food and shelter, is one of peoples' most important needs.

Fashion changes time to time. For example, from 1900 to 1950 both single-breasted and double-breasted coats were popular. After 1960's

young men wore colourful checked shirts, and wide ties in fancy prints. Now tight-fitting dresses as well as oversized baggy clothes have come into fashion. Many seem to have an 'anything goes' feeling towards clothing style. The fashion sometimes lowers and sometimes raises the hem-line of ladies' dresses.

People follow fashion to raise their status, to gain acceptance from others, to be classed as moderns and to make themselves more attractive. Fashion experts predict that we are in the age of free expression and clothes of tomorrow will become far more individualistic in both shape and colour.

Clothes reflect the spirit of the age. The ancients believed in simplicity and used a single piece of cloth round their waist and a 'chadar' thrown across the shoulder. The Muslim rulers brought the long coats and churidar pajamas for men. The ladies, however, resisted change and continued with ghaghra, choli and orhni. But the sari soon took over and became popular even in the villages.

The English brought for us coat and pants. We imitated the dresses of our rulers.

Clothes reflect the character of the wearers. The confident and adventurous people would like to try new styles. A shy person may seek security by following conventional dresses. Others may be unconcerned about their dresses.

Clothing with bright colours and bold designs may indicate happiness. In many communities certain colours of clothing have special meaning. People in mourning may wear black clothes but, in India, people wear white clothes to mourn the dead. Brides in many countries wear white gowns, but in India bright red colour is preferred.

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

15 Marks

1. Types of reading

2. Stress accent

3. Types of Thinking.

4. Qualities of a good translator

5. Stages of listening