

N.B.1. All the questions are compulsory

2. Figures in right indicate full marks

Q.1. A. Fill in the blanks (10 Sentence each with three options Any 8) [8]

1. A report is based on _____.
a) fact b) fiction c) colour
2. Active voice makes a circular _____.
a) weak b) forceful c) beautiful
3. Preparing a report undergoes _____ stages.
a) three b) four c) five
- 4) The Consumer Protection Act _____ a buyer.
a) weakens b) hides c) empowers
- 5) A jingle is a short _____.
a) dress b) song c) story
- 6) Editing gives a particular shape to _____.
a) a write-up b) idol c) face
- 7) The size of the synopsis depends on its _____.
a) aim b) friends c) length
- 8) A good copywriter must have the quality of _____.
a) empathy b) sympathy c) abusive
- 9) Coherence and cohesion _____ a discourse.
a) bind b) separate c) kill
10. Plagiarism means intellectual _____.
a) borrowing b) stealing c) begging

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

1. Paraphrasing & summarizing are same.
2. Editing helps on removing necessary words.
3. Pie-chart can contain a lot of information.
4. Punctuation is an important tool to achieve clarity.
5. Personal advertising makes a company popular.
6. Informal letters need to follow rules.
7. There are many kinds of news reports.
8. Headline should be detailed.
9. The AIDA formula is a sales tool.
10. An advertising spot is broadcast on TV or radio

Q.2. A. Write a feasibility report to explore the possibilities of starting a book-stall & stationery store in college. [8]

Q.2. B. Write a news report on flooding caused by heavy rainfall in Mumbai? [7]

OR

Q.2. C. Write a report on short changing of passengers by BEST conductors. [8]

Q.2. D. Write a business report on the increase in profits due to social media marketing? [7]

Q.3.A. Write an E-mail to your professor requesting him/her for a sick leave ? [8]

Q.3. B. Write a notice informing students about drama audition held for a drama competition?[7]

OR

Q.3.C. Write a circular announcing the opening of a new branch of Zara in the city.[8]

Q.3. D. Write a letter to Amazon complaining that the goods arrived in damaged condition? [7]

Q.4. A. Exercise: In the following passage prepositions are given with alternatives. Select the appropriate one.[8]

Mike and Morris lived on/in the same village. While Morris owned the largest jewellery shop in the village, Mike was a poor farmer. Both had large families with many sons, daughters-in-law and grandchildren. One fine day, Mike, tired of not being able to feed his family, decided to from leave the village and move to the city where he was certain to/from earn enough to feed everyone. Along with his family, he left the village for the city. Au/from night, they stopped under a large tree. There here was a stream running nearby where they could freshen up themselves. He told his sons to clear the area below the tree, he told his wife to fetch water and he instructed his daughters-in-law to make up by the fire and started cutting wood from the tree himself. They didn't know that in the branches of the tree, there was a thief hiding. He watched as with Mike's family worked together and also noticed that they had nothing to cook. Mike's wife also thought the same and asked her husband " Everything is ready but what shall we eat?"

Mike raised his hands to heaven and said "Don't worry. He is watching all of this from above. He will help us."

The thief got worried as/for he had seen that the family was large and worked well together. Taking advantage of about the fact that they did not know he was hiding on/in the branches, he decided at to make a quick escape. He climbed down safely when they were not looking and ran for his life. But, he left behind the bundle of stolen jewels and money which dropped on/into Mike's lap. Mike opened it and jumped with joy when he saw the contents. The family gathered all their belongings and returned to the village. There was great excitement when they told everyone how they got rich.

Morris thought that the tree was miraculous and this was a nice and quick way to earn some money. He ordered his family to about pack some clothes and they set off as if on a journey

They also stopped under the same tree and Morris started commanding everyone as Mike had done. But no one in his family was willing to obey his orders. Being a rich family, they were used with to having servants all around. So, the one who went to the river to fetch water enjoyed a nice bath. The one who went from/to get wood for fire went off to sleep. Morris's wife said " Everything is ready but what shall we eat?" Morris raised his hands and said " Don't worry. He is watching all of this into/from above. He will help us."

As soon as he finished saying, the thief jumped down on/from the tree with a knife in/on hand Seeing him, everyone started running around to save their lives. The thief stole everything they had and Morris and his family had to return to the village empty handed, having lost all their valuables that they had taken with them.

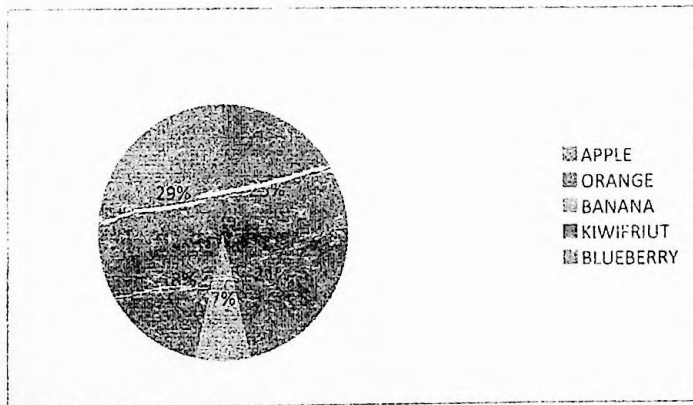
Q.4. B. Write jingles for the following products [7]

- a. Shampoo
- b. Clothing brand
- c. Healthy Noodles
- d. Cosmetic
- e. Perfume
- f. Sanitary napkin
- g. Life insurance

OR

Q.4 C. Write synopsis for the movie Pathaan. [8]

Q.4 D. Write a paragraph on the following pie-chart : [7]



Q. 5. Short Notes (out of 5 Any 3)
[15 Marks]

1. E-mail etiquette
2. Parts of an Ad copy
3. Precis making.
4. Types of news report
5. Importance of publicity in today's world

FYBAMMC
SEM -II REGULAR & ATKT

Subject: Foundation Course -II
75 Marks

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

Q.1. A. Fill in the blanks (10 Sentence each with three options Any 8) [8]

1. The deterioration of the environment through depletion of resources is called _____.
A. Sustainable Development B. Environmental Conservation C. Environmental Degradation
2. Primary producers in an ecosystem are _____.
A. Carnivores B. Decomposers C. Plants
3. Stress can be controlled by which of the following techniques?
A. Demonstrating violent behaviour B. Through prejudice C. Yoga and meditation
4. _____ is the preconceived and unreasonable opinion arising out of fear and hatred.
A. Prejudice B. Social Justice C. Equality
5. _____ is working with farmers by corporate firms and sharing the rewards.
A. Private Farming B. Modern Farming C. Corporate Farming
6. New Economic Policy was announced in which year?
A. 1998 B. 1991 C. 1995
7. What refers to the "removal of controls" to encourage economic development?
A. Globalization B. Privatisation C. Liberalization
8. The movement of individuals from one place to another due to natural calamities or violence is called _____.
A. Forced Migration B. Small scale Migration C. Brain drain
9. Human Rights have _____ application.
A. Universal B. Domestic C. Country Specific
10. Find the correct reason for increased farmer's suicide rates in India from the options given below.
A. Indebtedness B. Good Credit Facilities C. Presence of Regular Monsoons

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

1. The UDHR consists of 30 articles.
2. Right to life also includes right to die and hence suicide is not an offence.
3. Sustainable development is defined by the Brand Commission.
4. The hydrosphere is always in motion.
5. Stress aggravates Diabetes.
6. Choice between two negative alternatives is known as approach-approach conflict.
7. Internal migration means moving to a new home within a state.
8. Orissa has the maximum number of suicides.
9. Right to freedom is enumerated in Article 19.

10. Self actualisers are perfect people without any flaws.

Q.2.A.What is Liberalization? Discuss the advantages & disadvantages of Liberalization. [08]

Q.2. B.Discuss the causes for farmer's suicides in India and relief packages. [07]

OR

Q.2.C.Explain Migration.Discuss its types, causes & impact. Would you migrate and why?[08]

Q.2. D.State the role & importance of IT and communication in everyday life?[07]

Q.3. A. Define Human Rights? Describe the significance and characteristics of human rights? [08]

Q.3. B. What is UDHR ?Discuss the classification of the provisions of UDHR.[07]

OR

Q.3. C. What are the landmarks in development of Human rights? [08]

Q.3.D.What are fundamental rights. Explain its importance to the citizens of India.[07]

Q.4. A. What do you mean by ecology? Explain the various disciplines of ecology. [08]

Q.4.B.What is environmental degradation? What are its causes? [07]

OR

Q.4 C. Discuss the meaning & causes of stress?[08]

Q.4 D. Discuss some important individual values in detail.[07]

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

15 Marks

1. Types of eco system

2. Types of conflicts

3. Causes of aggression

4. Need for sustainable development

5. Advantages of privatization

10/4/23

Sem - II

FYBAMMC

Introduction to journalism

Semester II

75 MARKS

Q.1. Case Study (15)

Write an article on your college

Q.2. A. What is journalism (3)

Q.2. B. What are the 5Ws and 1 H? Give examples (7)

OR

Q.2. C. Why is journalism important? (8)

Q.2.D. Discuss the growth of journalism till today. (7)

Q.3. A. What is Citizen journalism? (8)

Q.3. B. How is Journalism connected to Democracy? (7)

OR

Q.3. C. What role did the media play during independence (7)

Q.3.D. What is the importance of citizen journalism (8)

Q.4. A. Can you be a citizen journalist and how? (8)

Q.4. B. Discuss the Black period of Indian journalism (7)

OR

Q.4. C. What are the publishing platforms for citizen journalists (8)

Q.4.D. Explain the risks that journalists take (7)

Q. 5. Short Notes (out of 5 any 3) (15)

- 1. Write a blog or a subject of your choice**
- 2. What is new media**
- 3. Why is advertising important to journalism**
- 4. What is hard news**
- 5. What is soft news**

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

Time: 2 hrs. 30 Min | 75 marks

Q.1 (a) Match the following and rewrite (Any Seven)

(7)

Column 'A'	Column 'B'
1. Synonyms	(a) Exactly or nearly the same.
2. Acronyms	(b) A word formed from the initial letters.
3. Homophones	(c) Word that is pronounced the same as another word but differs in meaning.
4. Preposition	(d) shows a relay in space or time
5. Homographs	(e) word that shares the same written form as another word but has different meaning
6. Idioms	(f) Combination of words that bear a figurative meaning.
7. Redundant words and Phrases	(g) Omitted words/phrases in business correspondence.
8. Pre-head	(h) A short sentence at the top of the copy.
9. Decks	(i) A Short sentence at the top of the copy.
10. A news ticker	(j) Also called crawler, crawl, and slide.

Q.1 (b) State whether the following statements are True or False and rewrite the sentence (Any Eight)

(8)

- 1) Acronyms and Initialisms are types of Concord.
- 2) Concord is also known as object agreement.
- 3) The introduction in a news Story is in Inverted pyramid.
- 4) Another term for a headline is Deck.
- 5) A snippet is a brief news story.

- 6) A middle page covers all aspects of a topic on a single page.
- 7) 3D graphics look alive and can be rotated to any position you like.
- 8) Google, Bing and Yahoo are websites.
- 9) The 3Rs of social media posts are review, reduce, repost.
- 10) Head terms are longer keyword phrases.

Q.2 (A) List and explain the essentials of good Writing. (7)

Q.2 (B) Discuss five tips to edit Photo captions. (8)

OR

Q.2 (C) Elaborate on the types of acronyms with suitable examples. (7)

Q.2 (D) List and explain the tips for editing Headlines. (8)

Q.3 (A) Bring out the importance of writing social media posts. (8)

Q.3 (B) Explain writing content Briefs - Contents, Tools and Templates. (7)

OR

Q.3 (C) Explain the current uses of news tickers. (7)

Q.3 (D) Explain any right tips to do a Google Advanced Search Successfully. (8)

Q.4 (A) Elaborate on the importance of 'infographics' in Power Point presentation. (8)

Q.4 (B) Elaborate on tips to write blogs, E-mail newsletter and websites. (7)

OR

Q.4 (B) Discuss tips on how to make snappy 3-minute presentations using PPT (8)

Q.4 (C) Discuss the importance of content writing in the digital marketing Sector. (7)

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

- 1) SmartArt tools.
- 2) Copywriting
- 3) Keyword universe.
- 4) Key elements of ads on social media.
- 5) Three elements of headlines.

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

17/11/23

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

75 Marks

Q.1. A. Discuss the Hierarchy effects theory (8)

Q.1.B. What are the features of Advertising? (7)

OR

Q.1. Explain the AIDA model (8)

Q.1.D. Discuss the features and types of Sales Promotion (7)

Q.2.A What are the tools of Direct Marketing? (8)

Q.2. B. What do you mean by Advertising? Explain the benefits of advertising (7)

OR

Q.2. C. Discuss Out of home (OOH) with examples (8)

Q.2.D. Elaborate the advantages and disadvantages of advertising (7)

Q.3. A. Explain the elements of Copy (8)

Q.3. B. Explain any 4 types of Advertising (7)

OR

Q.3. C. Explain the role of different elements in ads (7)

Q.3.D. What do you mean by corporate social responsibility? (CSR) (8)

Q.4. A. What is the role of IMC? (8)

Q.4. B. Discuss the factors influencing IMC (7)

OR

Q.4. C. Discuss the types of Web Advertising (8)

Q.4.D. Explain the DAGMAR Model with the merits of the model (7)

Q. 5. Short Notes (out of 5 any 3) (15)

1. Internet advertising
2. 5Ms
3. Advocacy advertising
4. Children advertising
5. USP

- 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.

Time: 2 hrs. 30 Mins.
 75 Marks

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

1. Earliest definitions of culture was put forth by Tylor in 1871.
2. Three levels of uniqueness in human mental programming by Hofstede.
3. One of the most well-known and horrific examples of ethnocentrism pertains to Nazi Germany.
4. The Encoding/decoding model of communication was first developed by cultural studies scholar Stuart Hall in 1973..
5. The phrase "Women's Liberation" was first used in the United States in 1964.
6. The convention on CEDAW was adopted by United Nations General Assembly on 3rd September 1981.
7. Riot grrrl Movement is an underground feminist punk movement that started in the year 1990's.
8. "baby cha-cha," was a 3D rendered animation, the first viral internet meme in 1996.
9. The third objective of UN Millennium Development Goals is to promote gender equality and women empowerment.
10. Globalization reflects our identity and connects us to the rest of the world.

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

Column 'A'	Column 'B'
1. CEDAW	(a) Hofstede
2. Commodification of Culture.	(b) Richard Dawkins.
3. Human mental programming	(c) John Fiske.
4. Culture and Industry	(d) Karl Mark.
5. Techno culture & Risk	(e) Stuart Hall
6. Memes or meems	(f) Tylor
7. Media Formation Model	(g) Ulrich Beck
8. Cultural Studies	(i) Nations
9. Encoding & Decoding	(j) Peter Berger / Thomas Luckman.
10. Theory of social constructionism.	(h) Oliver Boyd-Barrett

- Q.2 (A) Explain Ethnocentrism and its examples in History. (8)
Q.2 (B) Explain Cultural Relativism & its advantages and disadvantages. (7)

OR

- Q.2 (C) Explain Cultural Studies and its various Features. (8)
Q.2 (D) Need and significance of cultural studies & concepts related to Culture (7)

- Q.3 (A) Explain political culture with the help of various Socializing Agents. (8)
Q.3 (B) Explain Role of Media in defining and representing culture. (7)

OR

- Q.3 (C) Explain in details 'Social Constructivism'. (8)
Q.3 (D) Enumerate Commodification of culture. (7)

- Q.4 (A) Impact of Digital Media on Lifestyle and Culture. (8)
Q.4 (B) Role of TV, Radio & Internet in the media globalization. (7)

OR

- Q.4 (C) Explain the Gender issues in News Media (TV, Radio, NP & Online News). (8)
Q.4 (D) Explain Gender Equality and Media in current scenario. (7)

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

- 1) Three Levels of human mental programming.
- 2) Stuart Hall Encoding & Decoding.
- 3) Influence of Media on views of Gender.
- 4) Feminism & its relevance.
- 5) Four stages of Culture Shock.

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