

NB: All questions are compulsory

Figures to the right indicate full marks

Q 1) Explain the following concepts (**any five**):

[15]

- a) Intra Personal Communication
- b) Group communication
- c) Voice Modulation
- d) Digital Media
- e) Culture
- f) Proxemics
- g) Traditional Media

Q 2) Answer **any two**:

[15]

- A) Describe Communication. Explain in detail the process of communication with appropriate examples from day-to-day life.
- B) 'Gatekeeping model of communication refers to the control of information as it passes through a gate.' Explain.
- C) State the differences between verbal communication and non-verbal communication.
- D) Gerbner's model of communication emphasizes the dynamic nature of human communication. Elaborate.

Q 3) Answer **any two**:

[15]

- A) What are the different types of newspaper content?
- B) Explain the transition of media from electric to electronic.
- C) Describe the history of Folk Media.
- D) What is Broadcast Media? State its main characteristics.

Q 4) A) What is Social Media? Explain its advantages and disadvantages in detail.

[15]

OR

Q 4) B) Elucidate the notion 'Mass media and its influence on contemporary society'.

[15]

Q 5) Write short notes on: (**Any three**)

[15]

- a) Internet and its features
- b) Contribution Mahatma Jyotiba Phule
- c) Portrayal of women in Indian cinema
- d) Accuracy and fairness in Journalism
- e) Printing press

\*\*\*\*\*

Time: 2 1/2 Hrs

Marks: 75

NB: All questions are compulsory

Figures to the right indicate full marks

Q 1) A) Read the following passage carefully and answer the questions that follow: [15]

Jo was the first to wake in the grey dawn of Christmas morning. No stockings hung at the fireplace, and for a moment she felt as much disappointed as she did long ago, when her little sock fell down because it was crammed so full of goodies. Then she remembered her mother promise and, slipping her hand under her pillow, drew out a little crimson-covered book. She knew it very well, for it was that beautiful old story of the best life ever lived, and Jo felt that it was a true guidebook for any pilgrim going on a long journey. She woke Meg with a Merry Christmas, and bade her see what was under her pillow. A green-covered book appeared, with the same picture inside, and a few words written by their mother, which made their one present very precious in their eyes. Beth and Amy awoke to rummage and find their little books also, one dove-coloured, the other blue, and all sat looking at and talking about them, while the east grew rosy to the coming day.

In spite of her small vanities Margaret had a sweet and pious nature, which unconsciously influenced her sisters, especially Jo, who loved her very tenderly, and obeyed to her because her advice was so gently given.

Girls, said Meg seriously, looking from the tumbled head beside her to the two little night-capped ones in the room beyond, Mother want us to read and love and mind these book, and we must begin at once. We used to be faithful about it, but since Father went away and all this war trouble unsettled us, we have neglected many things. You can do as you please, but I shall keep my book on the table here and read a little every morning as soon as I wake, for I know it will do me good and help me thorough the day.

- a) Edit the passage by finding errors and mention them clearly in your answers.
- b) Explain the importance of 'Editing' in language.
- c) Write the summary for the above passage

Q 2) Answer any two: [15]

A) Define 'Communication'. What are the following steps to be considered to avoid barriers in the way of communication?

B) Write a debate on either proposition or opposition of the idea 'Media promotes gender stereotypes' developing 3-4 strong points of argumentation with appropriate evidences. (150-200 words)

C) Explain the significance of techniques 'skimming' and 'scanning' in reading.

D) Write a letter to the Manager of a Publishing House, Delhi - enquiring about books on Journalism and Media by a particular writer and also requesting for a catalogue of books.

- Q 3) Answer **any two**: [15]
- A) 'An effective listening means fewer errors and less wasted time.' Elaborate with reference to factors that lead to an efficient listening.
  - B) Write a report, for your college magazine, on the various cultural programmes organized by students in a village adopted by your college as part of their NSSactivities. (150-200 words)
  - C) What are the different types of errors in thinking?
  - D) Write a letter to the Editor of a newspaper about the article on 'No More Trees to be Cut in 'Green Lung' published lately in their newspaper.

- Q4) Answer **any two**: [15]
- A) Explain the concept of 'translation' in detail.
  - B) Elaborate on different types of barriers one faces in the process of translation.
  - C) What is the significance of translation in contemporary information-centered society?
  - D) Write 6 Hindi proverbs and translate them appropriately into English.

- Q 5) Write short notes on: (**Any Three**) [15]
- a) Creativity in thinking
  - b) Presentation
  - c) Non-Verbal Communication
  - d) Tone
  - e) Panel Discussion

\*\*\*\*\*

NB: All questions are compulsory

Figures to the right indicate full marks

- 1)a) What is topology? Explain types of topologies. (15)  
OR
- 1)b) Define Computer and Explain its Characteristics. (15)
- 2)a) Define printer. Explain various types of printers. (8)  
2)b) Explain various types of internet Services Available today. (7)  
OR
- 2)c) Write a Note on MS Word. (8)  
2)d) Explain various tools available in Quark Express. (7)
- 3)a) Explain 3 input and 3 output device (8)  
3)b) Explain-LAN, MAN, WAN (7)  
OR
- 3)c) What is use MS-Excel? (8)  
3)d) Explain types of storage devices. (7)
- 4)a) Write a note on operating System. (8)  
4)b) Explain steps to put watermark in MS Word. (7)  
OR
- 4)c) Explain Computer hardware and Computer software. (8)  
4)d) What is design? Explain different Types of Designs. (7)
- 5) Write Short Notes on (any three) (15)
- 1) Online Newsroom
  - 2) Features of MS Powerpoint
  - 3) ROM
  - 4) GUI
  - 5) Search Engine

Time: 2 1/2 Hrs

Marks: 75

NB: All questions are compulsory

Figures to the right indicate full marks

Q1. Describe in details any 5 of the following tools of visual communication (15 Marks)

- a) animation & VFX
- b) Film and Television
- c) newspaper & advertising
- d) folk, performing arts and theatre
- e) Painting and photography
- f) Comics and cartoons
- g) photo journalism

Q2. Answer any two of the following (15 marks)

- A) Define visual communication. What is the need and importance of visual communication?
- B) What are visible concept and invisible concept?
- C) What is script typing? What are its type?
- D) What is cognition theory? Explain the term rational mind and intuitive mind?

Q3. Answer any two of the following (15 marks)

- A) Visual aid, its impact & various elements, their meaning, advantage and disadvantage?
- B) What is Gestalt psychology? Explain different law of gestalt theory.
- C) what are the different types of colour scheme.
- D) Describe in details inter-personal communication and intra-personal communication

Q4. What is visual semiotics? Explain in details various sign of semiotics? (15 Marks)

OR

Q4. Explain colour theory. How colours relates to visual pleasure? (15 marks)

Q5. Short notes ( any 3) (15 Marks)

- a) Types of colour scheme
- b) Constructivism theory
- c) Film and T.V with perspective of India
- d) Generalisation
- e) Omniphasism

Time: 2 1/2 Hrs

Marks: 75

NB: All questions are compulsory

Figures to the right indicate full marks

- Q.1) Explain the following concepts (Any 5) [15]
1. Embargo
  2. Demonetisation
  3. Groundwater
  4. Income Tax
  5. Coalition
  6. VAT
  7. Nationalised Banks
  8. Tariff Barriers
- Q.2) Answer any 2 of the following: [15]
- A) Define GST. Explain the role of GST in India.
  - B) Explain in detail role of any two entrepreneur's of Indian.
  - C) Explain the METOO movement in India.
  - D) Explain the water crisis in India.
- Q.3) Answer any 2 of the following: [15]
- A) Explain the new finance budget in India.
  - B) Explain the role of home ministry in relation to security (Internal and external).
  - C) Explain the history of J&K which has put an impact on the present scenario of J&K?
  - D) Explain the project taken up by Central Government for a better India.
- Q.4)A) Explain about the gaming industry in India. [08]
- Q.4)B) Explain the current political dynamics of Maharashtra. [07]
- OR
- Q.4)A) Explain any 3 mobile apps that are useful for content creation? [08]
- Q.4)B) Explain issues faced by marginalised and displaced tribes in Maharashtra. [07]
- Q.5) Write short notes (any 3) [15]
- A) Health issues a major problem
  - B) Floods and drought faced by rural areas in Maharashtra
  - C) Women safety
  - D) Virtual Reality
  - E) Social Media

Time: 2 1/2 Hrs

Marks: 75

NB: All questions are compulsory

Figures to the right indicate full marks

1. (A) How did dictatorship in Germany rise? [15]  
OR  
(B) Explain the difference between 'Capitalism' and 'Communism'. [15]
2. (A) Describe the formation of Israel and Middle-East conflict. [7]  
(B) What are the objectives and activities of the UN? [8]  
OR  
(C) Explain the development of 'Communism' in China. [7]  
(D) What has been the role of UN in peace keeping in Sudan? [8]
3. (A) Explain the role of Talking Drum Studio in Liberia. [7]  
(B) What is 'Peace Time Media Intervention'? Explain with reference to 2003 Star Radio Born. [8]  
OR  
(C) State the People's Movement in China in Tiananmen Square. [7]  
(D) What are the causes of the collapse of the Communist Party of USSR? [8]
4. (A) What was India's role in Non-Aligned Movement? [7]  
(B) Explain in detail the causes of Egypt and Jasmine Revolution. [8]  
OR  
(C) Explain in detail the India-Pakistan war of 1965. [15]
5. Answer any THREE of the following: [15]  
a. Treaty of Versailles  
b. Media Espionage  
c. Tahrir Square  
d. Kargil Conflict 1999  
e. Bhudan Movement

\*\*\*\*\*

**FY-BMM**Time:2<sup>1</sup>/<sub>2</sub> Hrs**sem-I**

Marks:75

**25-11-19**

NB: All questions are compulsory

Figures to the right indicate full marks

Support answers with examples where necessary

Q1 Explain the following (any five) [15]

- a. Points to keep in mind while making a documentary.
- b. Cinema Verite
- c. Short films
- d. Exposition Shots
- e. Expository Documentaries
- f. Press Acts of India
- g. Poetic Documentaries

Q.2) Answer any two of the following: [15]

- A) Give an overview of India's freedom struggle and the Role of Media.
- B) Discuss "Independence and the Rise of Newspapers."
- C) Describe the significance of the Vernacular Press Act, 1878.
- D) Write about the importance of Regional Press and its Popularity.

Q.3) Answer any two of the following: [15]

- A) Discuss the works and contributions of the Lumiere Brothers.
- B) Discuss the works of Documentary filmmaker Leni Riefenstahl.
- C) Give an account of the life and works of Raja Ram Mohan Roy.
- D) Write in brief about All India Radio.

Q.4)A) Write in detail about the phenomenal Indian advertising campaigns. [15]

OR

Q.4)B) Describe in detail the different types of Documentaries. [15]

Q.5) Write a Short Notes on: (Any three) [15]

- a. Satyajit Ray.
- b. Maulana Abul Kalam
- c. Quit India Movement
- d. Akira Kurosawa
- e. Raj Kapoor