

COURSE AND SEMESTER (S.Y.B.M.M.C III) BAMMC
SUBJECT: CORPORATE COMMUNICATION & PUBLIC RELATION
MARKS: 75 **DURATION: 2:30 HOURS**

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

19/10/23

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

(15)

| | | | |
|---|------------------------|---|-------------------|
| A | Define Communication | E | Social Media |
| B | Corporate Structure | F | Rumours |
| C | Define Public Relation | G | Language Barriers |
| D | Crisis management | H | Social Media |

Q2) Write Any Two Questions

(15)

A) Explain the types of Corporate Communication

(08)

B) Explain Evolution of PR in India

(07)

OR

C) Write down the importance of Media Relations

(08)

D) What is the importance of technology in communication?

(07)

Q3) Write Any Two Questions

(15)

A) What are the pillars of strong corporate identity?

(08)

B) Explain the role of PR in Entertainment Industry

(07)

OR

C) What are the various steps considered in organizing an employee communication? (08)

D) Explain the importance of Digital PR

(07)

Q4) Write Any One Questions

(15)

A) Elaborate on advantage and disadvantage of Public Relations

OR

B) Explain the role of social media as influential marketing with examples:

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

(15)

A) Copyright Act

D) Corporate Identity

B) Crisis Communication Plan

E) Storytelling in social media marketing

C) PR in Politics

External Examination

20.10.2023

[SYBMM / Semester III]
Multimedia

Subject: Computer

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

Time: 150 Minutes
[75 Marks]

Q.1. Explain the following concepts (Any 5): (15)

1. Reverb
2. Treking
3. Microphone windscreen
4. Sound Forge
5. Bit Rate
6. Using Pallette in Corel Draw
7. Color Rendering
8. WMA

Q.2. (A) Explain the effects and presets of Adobe Premiere Pro. (8)

(B) Explain the benefits and applications of QuarkXPress. (7)

OR

Q.2. (C) What are the formats supported by Adobe Photoshop? (8)

(D) What are the types of exports in QuarkXPress? (7)

Q.3. (A) Explain the following concepts: (8)

- I. BIT Depth Converter
- II. Noise Gate
- III. Subwoofer
- IV. Pitch Shifting

Q.3. (B) What is Lens? What are the types of Lens? (7)

Computers

OR

Q.3. (C) What are the features and characteristics of Digital Audio? (8)

Q.3. (D) Explain in detail the workspace of Adobe Sound Booth. (7)

Q.4. (A) What is Microphone? Explain its types. (8)

Q.4. (B) What are the types of export in CorelDraw? (7)

OR

Q.4. (C) Explain any 10 tools of Photoshop and its uses (8)

Q.4. (D) How to import footages in Adobe Premiere Pro? (7)

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

1. Difference between Vector and Bitmap in Photoshop
2. Page Menu of QuarkXPress
3. MP3
4. Difference between DTS and Dolby Digital
5. Quadraphonic

21/10/23

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

Q.1.(A) List down any 5 AM/FM radio stations from the following cities: [15M]

- a. Hyderabad
- b. Mumbai
- c. Chennai
- d. NCR
- e. Kolkata

OR

Q.1.(B) Answer the following questions. [15M]

- a. What are the uses of Satellite?
- b. What is DTH?
- c. 5G Technology

Q.2. (A) Explain in detail the types of shots and camera movements. [08M]

(B) Explain in detail the types of Documentaries. [07M]

OR

Q.2. (C) What is lighting? What are its types? [08M]

(D) What is media convergence? Explain the convergence trends? [07M]

Q.3. (A) Explain the difference between studio and on location shoot. [08M]

Q.3. (B) What is the importance of Community Radio in India? [07M]

OR

Q.3. (C) What are the various radio formats? [08M]

Q.3. (D) Explain in detail the positive and negative effects of visuals. [07M]

Q.4. (A) What is Microphone? Explain its types. [08M]

Q.4. (B) what was the role of community radio during covid-19 pandemic? [07M]

OR

Q.4. (C) Explain in detail Prasar Bharati and its objectives. [08M]

Q.4. (D) Explain in detail the Indian Television industry? [07M]

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

- 1. Difference between AM and FM
- 2. Online radio vs Traditional radio
- 3. Characteristics of community radio
- 4. Non-linear editing
- 5. Electronic News Gathering

COURSE AND SEMESTER (S.Y.B.M.M.C III) BAMMC

SUBJECT: FILM COMMUNICATION-I MARKS: 75 | DURATION: 2:30 HOURS

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

23/10/23

Q1 Write review of any 03 movies (Each review is carrying 5 marks) (15)

| | |
|---|---------------------------|
| A | Seven Samurai (1954) |
| B | Citizen Kane (1941) |
| C | Parasite (2019) |
| D | Princess Mononoke (1997) |
| E | Schindler's List (1993) |
| F | Jaane Bhi Do Yaaro (1983) |

Q2) Write Any Two Questions (15)

A) Analyze the themes and stylistic elements in Hayao Miyazaki's animated works. How do they reflect Japanese culture and society? (08)

B) Discuss the socio-political context in Iran and its influence on the themes and content of Iranian cinema. (07)

C) Who are some influential Iranian directors, and how have their works contributed to the global cinematic landscape? (08)

D) Who is considered one of the most influential Japanese directors, known for classics like "Seven Samurai" and "Rashomon"? (07)

Q3) Write Any Two Questions (15)

A) How did Italian Neo-Realism influence later movements in world cinema? (08)

B) Explain the concept of "auteur theory" and its connection to French New Wave cinema. (07)

C) Discuss the use of non-professional actors in Neo-Realist films and its significance. (08)

D) Who were the prominent figures of the French New Wave, and how did they challenge traditional cinematic conventions? (07)

Q4) Write Any One Questions

(15)

A) Define mise-en-scène and its elements in filmmaking. How does the arrangement of these elements contribute to the overall visual storytelling in a film? Explain with examples.

OR

B) Discuss the role of color in film as a visual aspect. How can color be used to convey mood, theme, and character development in cinema? Provide examples from notable films.

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

(15)

| | |
|---|-------------------|
| A | Documentary |
| B | Signs and Code |
| C | Camera Angles |
| D | Types of Shots |
| E | High Key Lighting |

COURSE AND SEMESTER (S.Y.B.M.M.C III) BAMMC
SUBJECT: INTRODUCTION TO PHOTOGRAPHY
MARKS: 75 | DURATION: 2:30 HOURS

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

25/10/23

Q) 1 Write short note of any 03 (Each short note is carrying 5 marks) (15)

| | |
|---|-----------------------|
| A | Bokeh |
| B | Motion Blur |
| C | ISO |
| D | Landscape Photography |
| E | Three Point Lighting |

Q2) Write Any Two Questions (15)

- A) What is the rule of thirds, and how does it apply to composition in photography? (08)
- B) What is the "golden hour" in photography, and why is it important? (07)
- C) How does a wide aperture (e.g., f/1.8) differ from a narrow aperture (e.g., f/16) in terms of the amount of light it allows in? (08)
- D) What role does the image sensor play in digital cameras, and what are the two common types of image sensors? (07)

Q3) Write Any Two Questions (15)

- A) Describe the difference between a fast shutter speed and a slow shutter speed, and their effects on capturing motion. (08)
- B) What is the primary difference between a prime lens and a zoom lens in photography? (07)
- C) Describe the purpose of a macro lens and give an example of a subject it's well-suited for. (08)
- D) Explain how a shorter focal length lens (e.g., 24mm) differs from a longer focal length lens (e.g., 200mm). (07)

Q4) Write Any One Questions

(15)

A) Explain the difference between soft light and hard light and when you might use each.

OR

B) What is the "background vs. foreground" balance in composition, and why does it matter in photography?

Q5) Write short notes on any 3 (Each Short note carrying 5 marks)

(15)

| | |
|---|-------------------|
| A | Light Meter |
| B | Aspect Ratio |
| C | High Key Lighting |
| D | Low Key Lighting |
| E | White Balance |

X

COURSE AND SEMESTER (S.Y.B.M.M.C III) BAMMC
SUBJECT: MEDIA STUDIES **MARKS: 75 DURATION: 2:30 HOURS**

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

26/10/23

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

(15)

| | | | |
|---|-------------------------|---|------------------|
| A | Third-person effect | E | Priming |
| B | Engineering of consent | F | Agenda-building |
| C | 'Hot' and 'Cool' Media | G | Producersage |
| D | Narcotizing dysfunction | H | White propaganda |

Q2) Write Any Two Questions

(15)

A) Write a note on 'Mass Society Theory'. (08)

B) Write a note on 'Development Media Theory' (07)

C) Explain Carl Hovland's Attitude Change Theory (08)

D) Mass entertainment theory (07)

Q3) Write Any Two Questions (15)

A) Write a note on the contribution of The Birmingham School to cultural studies. (08)

B) The medium is the message. Explain the statement according to

Marshall McLuhan's theory (07)

C) Elaborate on the views of Albert Bandura on the relation between Social Cognitive

Theory and media (08)

D) Write a note on 'New Media Theory' (07)

Q4) Write Any One Questions (15)

A) "Opinion leaders influenced people like themselves rather than those above or below them in the social order". Explain with reference to Paul Lazarsfeld's Two-Step Flow Theory of Information and Influence.

OR

B) "The transition of 'public spaces' like the internet into 'commercial spaces' compromise

Their democratizing potential!" What are your views? Support your views with Habermas' theory of Public Sphere

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

(15)

A) Media bias

B) Spiral of Silence

C) Walter Lippmann's Theory of Public Opinion Formation

D) Three types of propaganda

E) Social Responsibility Theory.