

S.Y.B.M.M

19/10/19

Sem-III

Time-2hr 30Min Advanced Computer Marks-75

Note:- 1) All Questions are compulsory subject to internal choice

2) Draw Diagram of necessary

3) Figures to the right indicate maximum marks.

- Q.1)A) What is Content Marketing? How it helps to companies to build online presence? [15]  
OR
- Q.1)B) What is Social Media Marketing? How facebook helps to reach to audience? [15]
- Q.2) A)How blog can be used as effective medium today? Explain with relevant examples. [08]  
Q.2)B) Explain any 7 Tags in HTML coding with examples. [07]  
OR
- Q.2) C) Explain Graphical User Interface of Adobe Audition with diagram [08]  
Q.2) D) Design html page to display image and explain all used tags. [07]
- Q.3) A) Explain Graphical User Interface of Adobe Dreamweaver with diagram [08]  
Q.3)B) Explain steps to remove noise in audition. [07]  
OR
- Q.3) C) Design a Registration form in HTML [08]  
Q.3) D) Design page for hyperlink demonstration. [07]
- Q.4)A) Explain Graphical User Interface of Adobe Premier pro with diagram [08]  
Q.4)B) What is Adobe flash and explain its uses. [07]  
OR
- Q.4) C) What do u mean by animation? Explain its various types in detail. [08]  
Q.4) D) What is CSS? Explain difference types of CSS [07]
- Q.5 Short Notes (Any 3) [15]**
1. Video Effects
  2. Types of websites
  3. Tweening
  4. Polygon Modelling
  5. Twitter

NB (1) All questions are compulsory

(2) Figures to the right indicate marks

(3) Support your answers with relevant examples

- Q1. (A) Discuss the relevance of Media Studies in context of: [8]
- i. Racist Ideologies
- OR
- ii. Media & Consumerism
- (B) Explain any one of the following: [7]
- i. Agenda Setting Theory
  - ii. Uses and Gratification Theory
- Q2. Explain:
- (A) New Media Theory with respect to: [8]
- i. Social Media
- OR
- ii. OTT platforms like Hotstar or Netflix
- (B) The changes in advertising in Magazines and how it is created an impact on: (7)
- i. The New Man
- OR
- ii. Consumption of advertising art by youth
- Q3. Discuss: [8]
- i. Media & Diaspora
- OR
- ii. Foucault's Theory of Power and Authority
- (B) Trends in Media with Respect to:
- i. TV
- OR
- ii. Outdoor

- Q4. Explain: [8]
- (A) i. Propaganda Model  
OR  
ii. Media in context to Globalisation
- (B) i. Marshall McLuhan's Theory in the current times (7)  
OR  
ii. Language and Media

- Q5. Write Short Notes on: (Any Three) [15]
- i. Religion & Media
  - ii. Intellectual Property and New Media
  - iii. Uses and Gratification Theory
  - iv. Cognitive Theory
  - v. Technology and Media



NB (1) All questions are compulsory

(2) Figures to the right indicate marks

Q 1) Using all the following points as hints, create a fictional character. [15]

1. Gender
2. Name
3. Age
4. Height
5. Hair colour
6. Eye colour
7. Complexion
8. Body type
9. Education
10. Occupation
11. Outfit
12. Beliefs
13. Habits
14. Hobbies
15. Place of birth
16. Married/unmarried
17. Family background
18. Friends
19. Uses personal vehicle/public transport
20. Kind of house
21. Urban/rural
22. Allergies
23. Ambition
24. Favourite music/film
25. Smokes or not
26. Reactions in different types of situations
27. Temperament
28. Positives
29. Insecurities
30. Hamartia

Q 2) A) Explain the formal aspects of a literary fiction by citing appropriate examples from what you have read lately. [15]

OR

Q 2) B) Define 'Creativity'. What are the attributes of a creative person? [8]

Q 2) C) Write a two-column script for a commercial ad of 30 seconds. [7]

Q 3) A) How do you write a blog? Explain different stages involved in it. [8]

Q 3) B) In a standard script format, write a detailed scene of two strangers happen to meet at the airport. [7]

OR

Q 3) C) What is 'drama'? Discuss different types of drama with appropriate examples. [8]

Q 3) D) State and explain the figures of speech used in the lines that follow. [7]

But on a May morning on Malvern hills  
Black fish, Blue fish, Old fish, New fish.  
The stars winked in the night sky.  
Why, then, O brawling love! O loving hate!

Q 4) A) Explain the type 'Haiku' used in writing poem. Write a poem on any topic of your choice using 'Haiku'. [8]

Q 4) B) What is 'Screenplay'? Discuss the difference between stage play and screenplay by stating few technical terms specific only to screenplay. [7]

OR

Q 4) C) Explain the following stanza in detail, specifically analysing the 'imagery', 'symbolism', 'tone', 'mood' and 'central idea'. What do you think the poet intends to convey? Give an interesting title to it. [8]

Out of the huts of history's shame  
I rise  
Up from a past that's rooted in pain  
I rise  
I'm a black ocean, leaping and wide,  
Welling and swelling I bear in the tide.  
Leaving behind nights of terror and fear  
I rise  
Into a daybreak that's wondrously clear  
I rise  
Bringing the gifts that my ancestors gave,  
I am the dream and the hope of the slave.  
I rise  
I rise  
I rise.

Q 4) D) What are the different aspects of publication? [7]

Q5) Write short notes on (any three) [15]

- a) Plagiarism
- b) Theme
- c) Flashback
- d) Internet writing
- e) Monologue

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SY-BMM Sem-III  
(Understanding Cinema)  
[Duration: 2<sup>1/2</sup> Hours]

16/10/19

Marks:- 75

NB (1) All questions are compulsory  
(2) Figures to the right indicate marks

Q.1 A) Psychological thriller and horror is new age preferred genre. Explain through Raman Raghav and Hitchcock films. [15]

OR

Q.1 B) What are the fundamentals of the French New wave through Godard's film. [15]

Q.2 A) Find out the major constituents of mise-en-scene with apt example. [8]

B) Analyse the concept of Montage with examples. [7]

Q.3 Explain the factors responsible for insurgent Neo realism. Also discuss The work of 'Bicycle Thief'. [15]

OR

Q.3 A) state the importance of regional cinema. Explain with suitable examples. [8]

B) Discuss the work of Anurag Kshyap and Quentin Tarantino's films. (7 marks)

Q.4 Explain contribution of parallel movement of Indian cinema. (15 marks)

OR

Q.4 A) state the Nexus between producers, distributors and exhibitors. [8]

B) What are the main paradigms for revenue generation. [7]

Q.5) Short notes (any three) [15]

- 1) Short fiction films
- 2) Noir films
- 3) Musical films
- 4) Documentary films
- 5) Anime films



- NB (1) All questions are compulsory  
(2) Figures to the right indicate marks  
(3) Support answers with examples wherever necessary.

Q 1) Explain any five from the following in four to five sentences: [15]

1. Diffusion
2. Language
3. Popular Culture
4. Identity
5. Creolization
6. Family
7. Moral Values

Q 2) A) 'Cultural materialism in cultural studies traces its origin to the work of the left-wing literary critic Raymond Williams.' Explain. [8]

Q 2) B) How are 'Religion' and 'Culture' the two sides of the same coin? [7]

OR

Q 2) C) 'Culture shapes our thinking, behaviour and personality.' Elaborate. [15]

Q 3) A) Explain the social-economic aspect of culture. [8]

Q 3) B) Describe the interrelation between gender, media and its representation. [7]

OR

Q 3) C) Define Culture. Explain various factors that lead to the construction of culture? [15]

Q 4) A) What is 'delocalization'? Explain delocalization in the context of globalization. [8]

Q 4) B) How is digital media impacting lifestyle and culture? [7]

OR

Q 4) C) Discuss in detail the cultural homogenization and fragmentation through the process of globalization. [15]

Q 5) Write short notes on: (Any Three) [15]

1. Cuisine
2. Functionalism
3. Ethnicity and race
4. Dimensions of globalization
5. Class stratification

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NB (1) All questions are compulsory  
(2) Figures to the right indicate marks

Q 1) How does public opinion come into play in public relations? Does PR influence Public Opinion? [15]

OR

Q1) What is Public Relations? Explain the benefits and Scope of Public Relations. How does PR benefit an organization? [15]

Q 2) A) What is the role of PR agency? Why are they needed? [08]

Q2) B) What are the primary functions of Public Relations?

Explain the objectives of PR. [07]

OR

Q2) A) What are functions of Public Relations? [08]

Q2) B) What are the advantages and disadvantages of outsourcing to a PR agency. [07]

Q3) A) What is new age media and how important it is today in context of PR and how does it help in a crisis situation. [15]

OR

Q3) A) Define press conference? What are the important factors to be kept in mind when organizing a press conference? [08]

Q3) B) Define corporate image management and explain its components and drivers in detail. [07]

Q4) A) What is a PR campaign? How do you plan a PR campaign. [08]

Q4) B) What role does PR play in crises situation? [07]

OR

Q4) A) How is PR related to ethics? [08]

Q4) B) How should a company handle a crises? Explain with the help of examples. [07]

Q5) Write short Notes on (Any three) [15]

1. PR vs Sales promotion
2. Objectives of PR
3. PR and community relations
4. Product PR
5. Importance of PR