

09/11/22

sem-III

Reg.

**SYBAMMC /Subject: CCPR/Sem 3**

**Q. P. Code:**

**75 Marks**

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

Q1.A. Define what is communication. Explain its process (8)

B. What is RTI? Explain its objectives (7)

OR

C. Elaborate the professional code of conduct (7)

D. What do you mean by corporate image? Explain the factors influencing corporate image (8)

Q2.A What is PR? Discuss its characteristics (7)

B. Explain the diffusion theory (8)

OR

C. What are the PR Tools? Explain. (7)

D. Discuss and 5 media tools (8)

Q.3. A. What are the effective ways of building media relation? (7)

B. Explain the sources of employee's communication (8)

OR

C. What do you mean by crisis. What are the types of crisis for an organization (7)

D. Explain the steps implementing for an effective employees communication program (8)

4.A. Discuss the importance of technology in corporate communication (8)

B. Explain any 5 tools under Digital PR (7)

OR

C. How public relation professionals use social media? Explain (8)

D. What is social media story telling? Discuss the importance of social media story telling (7)

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

1. Viral Marketing
2. Press release
3. Press kit
4. PR in entertainment
5. Mass media laws

10/11/22  
sem-III  
Reg.

COMPUTER MEDIA I  
SYBAMMC SEM 3  
MARKS: 75

Note:-

- All questions are compulsory. Figures to right indicate full marks.
- Give Examples wherever necessary

Q1 Define the following Concepts (Any Five) (15 marks)

1. Full form of PSD & CDR
2. Full form of AVI and PNG
3. Analog Delay
4. Echo
5. Reverb
6. Dodge Tool
7. Bit & Sample rate
8. Exporting

Q2. A Explain Text tools of Quark Express. (8 Marks)

B. Explain any 7 Tools in Adobe Premier Pro. (7 Marks)

Or

C. Explain Difference Between Creative Suite & Creative Clouds. (8 Marks)

D. Explain Difference Between Bitmap Image and Vector Image. (7 Marks)

Q3. A. Explain any 7 Effects of Adobe Audition (8 Marks)

B. Explain Industrial use of Coral Draw. (7 Marks)

Or

C. Explain Color Theory & Color Grading. (8 Marks)

D. Explain Lasso tool and its types. (7 Marks)

Q4 A Explain use of Adobe Photoshop and explain its Interface (8 marks)

B Write a note of Coral draw and its interface. (7 marks)

Or

Q4. Explain Noise Removing Process (8 marks)

D. Explain Interface of Adobe Audition with diagram (7 marks)

Q 5 Write Short Notes (Any three) (15 marks)

1. Text tool in Photoshop
2. Crop Tool
3. Types of Colors
4. Types of Image Formats
5. Types of Video Format.

SYBAMMC  
Semester III - External Exam.  
Subject : Electronic Media-I  
MARKS: 75

Regular  
11/11/2022

Note:-

- All questions are compulsory. Figures to right indicate full marks.
- Give Examples wherever necessary .

Q1. Write down a Script for Radio Programme. (15 marks)

OR

Q1. Define the following Concepts (Any Five) (15 marks)

1. Vividh Bharati
2. FM Rainbow
3. Phone-in Programmes
4. Digital Recording
5. Chroma Key
6. Dynamic Mic
7. Web Series
8. Reality Shows

Q2. A. Give a brief note on History of Radio. (8 Marks)

B. Explain the Challenges which radio faced from Newspaper (7 Marks)

Or

C. What Role did radio play before Independence. (8 Marks)

D. How all India Radio is keeping up with the changing Technology? (7 Marks)

Q3. A. What are the AIR Broadcast Code ? (8 Marks)

B. What is the AIR Code during Elections ? (7 Marks)

Or

C. Explain Community Radio & its role during Covid-19 in rural India. (8 Marks)

D. How Community Radio is toll of change in rural India ? (7 Marks)

Q4. A. What is Media convergence? (8 marks)

B. What is a Satellite ? Explain its Uses. (7 marks)

Or

C. What is the difference between Fiction & Non-fiction? (8 marks)

**D. What is a Script ? What is a voiceover in a Script?**

**(7 marks)**

**Q 5. Write Short Notes (Any three)**

**(15 marks)**

- 1. Animation**
- 2. Sports Commentary on Radio.**
- 3. DTH**
- 4. Log Keeping.**
- 5. Library Sounds.**

(2)



14/11/22

**SYBAMMC**

**Semester III - External Exam.**

**Subject : Introduction to Photography**

**MARKS: 75**

**Note:-**

- All questions are compulsory. Figures to right indicate full marks.
- Give Examples wherever necessary

**Q1. Define the following Concepts (Any Five) (15 marks)**

1. Camera Obscura.
2. Aperture.
3. Parallax Error.
4. Focal Length of Lens.
5. Depth of Field.
6. Exposure Meters. How Shutter & Aperture Interrelate.
7. The 6 Features of Light.
8. The Composition.

**Q2. A. Basic Controls & Components of a Camera. (8 Marks)**

**B. Explain Types of Films & Camera Formats. (7 Marks)**

**Or**

**C Explain essential Components of A Camera. (8 Marks)**

**D. Explain various Types of Camera. (7 Marks)**

**Q3. A. Explain various Camera Format. (8 Marks)**

**B. Explain various Types of Films. (7 Marks)**

**Or**

**C. Explain Fundamentals of Exposure in your own words.. (8 Marks)**

**D. Explain different types of Exposure Meters. (7 Marks)**

**Q4. A. Explain Light & it's Characteristics (8 marks)**

**B. Explain Lighting & it's Features. (7 marks)**

**Or**

**C. Explain Composition & its various Techniques.. (8 marks)**

**D. Explain Perspective, Viewpoint, and Vanishing Point. (7 marks)**

# [Photography]

Q 5. Write Short Notes (Any three)

(15 marks)

1. Histogram.
2. Pixel Density.
3. What is ADC ?
4. Framing
5. Beauty Dish.

(2)



Q1) Read the following case study and answer the questions below.

15/11/22

(Source: Outlook India)

### NCERT Through The Years: How Syllabus Changed Along With Governments

Since its formation in 1961, following the independence of India, the National Council for Education Research and Training (NCERT) has played a key role in nation-building as well as in setting national narratives and ideas of state. An autonomous body formed by the union government, NCERT has undergone several changes in terms of the contents and philosophy of its syllabi.

1960s: This was a phase of post-independence when textbooks were created to highlight Indian history from a 'secular', 'unbiased', and anti-colonial standpoint. Books by academics like Romila Thapar, Bipan Chandra, Satish Chandra, Ram Sharan Sharma and others were added.

1970s-90s: Instances of historical revisionism to promote Hindutva ideology noted several times through these decades under the Janata Party rule (1977-1979) and BJP (1998-2004) governments. The Janata Party government accused NCERT books like Thapar's Medieval India and Bipan Chandra's Modern India among others of being "anti-national"

2002: The NDA govt tried to change the curriculum in an attempt to remove previous 'Marxist' influence.

2005: The NCERT was overhauled and National Curriculum Framework (2005) was introduced in an attempt by Congress to undo BJP government's changes.

2017: NCERT updated 182 textbooks. Topics like Swachh Bharat, Digital India, 'Beti Bachao Beti Padhao', demonetisation and GST added to books

2018-19: Contents were added in history textbooks regarding knowledge, traditions and practices of India.

2022: Atal Bihari Vajpayee's statements against communal violence in Gujarat dropped, chronology of Godhra violence cut out, quotes by Nehru, Ambedkar dropped, history of Naxalite movements cut short. The discussion box on farm laws dropped. Discussion on history of caste oppression, justifications of caste in Vedas, dangers of communal politics cut short. Portions relating to Mughal rule were cut short and details about courts and administrative systems were omitted. History of other Islamic rulers including Mamluks, Khaljis, Delhi Sultanate cut short by various pages.

While the government has claimed that the 'rationalization' process is meant to reduce the workload of students, critics claim that the cuts have majorly been made in the social science books. While authorities have said the deletions have been made based on repetitions, critics claim that the move is politically motivated.

- a) Explain books as a medium of propaganda. 2 marks
- b) "Politicizing education is inevitable after a point". Do you agree or disagree with this statement? Justify your response. 5 marks
- c) Discuss "Medium Is The Message" with reference to this case study. 3 marks
- d) Explain the relationship between Propaganda Mechanism and the Development Media Theory, using this case study as an example. 5 marks

Q2) Explain the term "media representation" and elaborate on it with the help of a case study (book, movie, song, media coverage of any news event) with respect to any **one** of the following: 15 marks

- a) Racism
- b) Casteism
- c) Classism
- d) Ethnicity
- e) Feminism
- f) Queer Issues
- g) Tribal Issues

Q3) Answer any 1 set (a+b) from the following:

- a) Explain the Marxist Theory of media. 8 marks
- b) Explain 'hermeneutics' in short. 7 marks

OR

- a) What was the Frankfurt School of thought? State your opinions on the same. 8 marks
- b) Discuss your views on the Birmingham School of thought. 7 marks

Q4) Answer any one of the following:

- a) Discuss media bias and media decency using any case study of your choice. 8 marks
- b) "Paid News Is Plaguing Indian Society." State your views on this statement. 7 marks

OR

Discuss the Agenda Setting Theory in detail using a case study of any news event that occurred after January 2022. 15 marks

Q5) Write Short Notes on any 3 of the following: 15 marks

- a) Functional Displacement in New Media
- b) Second Media Age
- c) Digitization and Convergence
- d) Gendered Experience of Participatory Culture
- e) India's shift from Television to OTT Platforms