

FYBAMMC / Semester II

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

Subject: Content Writing
Time: 150 Minutes
[75 Marks]

- Q.1. Explain the following terms: (Any 5) (15)**
1. Officialese
 2. Deck Headline
 3. SEO
 4. 3D graphics
 5. Landing page
 6. Photo Illustrations
 7. Ellipses
- Q.2.A: List and explain the essentials of good writing. (8)**
- Q.2.B: Explain in detail the importance of citation and referencing. (7)**
- OR**
- Q.2.C: Explain in detail market intelligence. (8)**
- Q.2.D: Explain in detail content brief. (7)**
- Q.3.A: Explain the difference between abbreviation, acronym, and initialism. (8)**
- Q.3.B: With the help of diagram explain inverted pyramid style of writing. (7)**
- OR**
- Q.3.C: Elaborate on the types of acronyms with suitable examples. (8)**
- Q.3.D: Explain any 8 tips to do google advanced search successfully. (7)**
- Q.4.A: Explain in detail various types of referencing styles. (8)**
- Q.4.B: Explain the current uses of news tickers. (7)**
- OR**
- Q.4.C: List and explain essentials of good writing. (8)**
- Q.4.D: Elaborate on the importance of infographics in PPT slides. (7)**
- Q.5: Writes short notes on the following: (15)**
1. Discuss any top 5 plagiarism checker tools.
 2. Four Us of headline writing
 3. Three Rs of social media posts
 4. Key elements of Ads on social media
 5. SmartArt tools

FYBAMMC
SEM –II REGULAR & ATKT

Subject: Effective Communication skills-II

02/4/2024⁷⁵ Marks

N.B.1. All the questions are compulsory

2. Figures to right indicate full marks

Q.1. A. A committee has been appointed by Luke Mills, Shahapur, to study the causes for a huge number of staff members leaving their jobs in the last two months. Draft an investigative Report on behalf of the committee. (15)

OR

Q.1.B. Write a news report on a suicide of a famous celebrity. (8)

Q.1.C. Write an E-mail to the HR team of BBC news to apply for the position of a content writer intern. [7] .

Q.2.A Write a circular instructing the students to maintain minimum 75% attendance to appear for exams [8]

Q.2.B. Draft notice and agenda for the monthly board meeting of Neeta Travels Pvt. Ltd, Mumbai. [7]

OR

Q.2.C Write a complaint letter to a fountain pen manufacturer who has sent you 500 pens, many of which are found to be leaking when used.(8)

Q.2.D

Paraphrase the following paragraph.(7)

There is an enemy beneath our feet-an enemy the more deadly for its complete impartiality. It recognises no national boundaries, no political parties. Everyone in the world is threatened by it. The enemy is the earth itself. When an earthquake strikes, the world trembles. The power of a quake is greater than anything human beings themselves can produce. But today scientists are directing a great deal of their effort into finding some way of combating earthquakes, and it is possible that sometime in the near future people will have discovered a means of protecting themselves.

An earthquake strikes without warning. When it does, its power is immense. If it strikes a modern city, the damage it causes is great. Gas mains burst, explosions are caused and fires are started. Underground railways are wrecked. Whole buildings collapse, bridges fall, dams burst. Gaping crevices appear in busy streets. If the quake strikes at sea, huge tidal waves sweep inland. If it strikes in mountain regions, avalanches roar down into the valley.

Consider the terrifying statistics from the past. Lisbon, the capital of Portugal, was destroyed entirely and 450 people were killed in 1755. In Peru, 50,000 people died in an earthquake in 1970. In 1968, an earthquake struck Alaska. As this is a relatively unpopulated part, only a few people were killed. But it is likely that this was one of the most powerful quakes ever to have hit the world. Geologists estimate that during the tremors, the whole of the state moved over

eighty feet farther west into the Pacific Ocean. Imagine the power of something that can move an entire subcontinent! This is the problem that faces scientists. They are dealing with forces so immense that human beings cannot hope to resist them. All that can be done is to try to pinpoint just where the earthquake will strike and work from there. At least some precautionary measures can then be taken to save lives and some of the property.

Q.3.A. You visited a vegetarian restaurant and found a bone in your food. Write a letter to the appropriate Consumer grievance redressal seeking closure of the restaurant & a compensation of 50,000/- for your family for the inhuman treatment they had to suffer. [8]

Q.3. B. Write a sales letter to sell Tulsi Herbal shampoo. (7)

OR

Q.3.C. Write a letter to the Adhar card authorities under the RTI act seeking reasons behind the delay for Adhar number. [8]

Q.3. D. Your locality has become a den of drug-pushers and goondas. Write a letter to the editor of The Asian Age how your attempts at making the police department act against those unsocial elements have not borne fruit. [7]

Q.4. A. Exercise: Read the following passage and summarize it [8]

Jadav Payeng was born in 1963. At the age of sixteen, he began planting trees on a deserted island, and over the next few decades, an entire forest grew out of his efforts. He devoted his youth and most of his life to this mission-reducing erosion by planting trees and tending to the land. This forest became known as the Molai forest, after Jadav's nickname. Over the last few years, he has been given a number of awards and been made the subject of documentaries and books about environmental conservation. In 2015, this humble tribesman from Assam was honoured with the Padma Shri award for his contributions.

In 1979, during the monsoon, sixteen-year-old Jadav saw a pile of snakes washed up on a sandbar after the Brahmaputra river flooded. They were scorched to death in the heat that came after the rains and dried the water up. The sight filled him with horror, and drove him to wonder what would happen to humans, and whether they, too, would die the same way without shade and tree cover in the heat. He asked the nearby villagers for help, because he could see that the land around them was being eroded and damaged rapidly. Their advice was to plant trees, as many as possible, especially trees like bamboo which would be able to survive difficult weather. Jadav took their advice to heart, and never looked back. Driven by his mission, he stopped going to school, focussing only on the task at hand-to plant more trees, every day.

The Brahmaputra river is home to the world's largest river island- Majuli. This island is almost 1000 hectares in area, but is constantly threatened by submersion due to the widespread soil erosion that takes place. Majuli Island was shrinking, and fast. To stop this, the Forestry Division of Golaghat district launched a plan in 1980 to plant trees across 200 hectares. Jadav was one of the local labourers to help with this effort. When the plan was abandoned in 1983, Jadav continued as if it had never stopped. He chose to stay back even after the others left, and not only did he take care of the trees already planted, but he went on to plant hundreds and thousands more trees, transforming the barren sandbars and islands in the Brahmaputra into a dense, green forest. This forest was named the 'Molai' Forest after him, and became a home to elephants, rhinoceros, Bengal tigers, and a number of different kinds of deer and birds. The

trees themselves are incredibly diverse, as Jadav planted as many seeds as he could lay his hands on, not just bamboo-though.

Q.4. B. Make a flyer for any two topics?[7]

- a. Internet Broadband services
- b. Opening of gym
- c. Cake shop

OR

Q.4.C Read the following passage and change the argument!(8)

Dating apps have revolutionized the way people connect and form relationships in the digital age. By providing a platform where individuals can browse through potential matches based on their preferences, interests, and compatibility, dating apps offer a convenient and efficient way to meet new people. These apps also allow users to communicate and get to know each other before deciding to meet in person, which can help build a foundation of trust and understanding. Additionally, dating apps have widened the pool of potential partners, allowing people to connect with others outside of their social circles or geographical locations. Overall, dating apps have proven to be a useful tool for many individuals in their search for companionship and love. Dating apps offer a myriad of features that enhance their usefulness in modern dating. Advanced algorithms and matching systems help users find compatible partners based on their preferences, personality traits, and interests, increasing the likelihood of meaningful connections. Moreover, dating apps provide a safe and controlled environment for initiating conversations, allowing users to set boundaries and communicate at their own pace.

Furthermore, dating apps cater to diverse demographics and preferences, including niche communities such as LGBTQ+ individuals, religious groups, and specific interests or hobbies. This inclusivity fosters a sense of belonging and allows users to find like-minded individuals with whom they share common ground.

Another advantage of dating apps is their accessibility, enabling people to connect anytime and anywhere using their smartphones or other devices. This convenience is especially beneficial for busy professionals, introverts, or individuals living in remote areas, who may find it challenging to meet potential partners through traditional means.

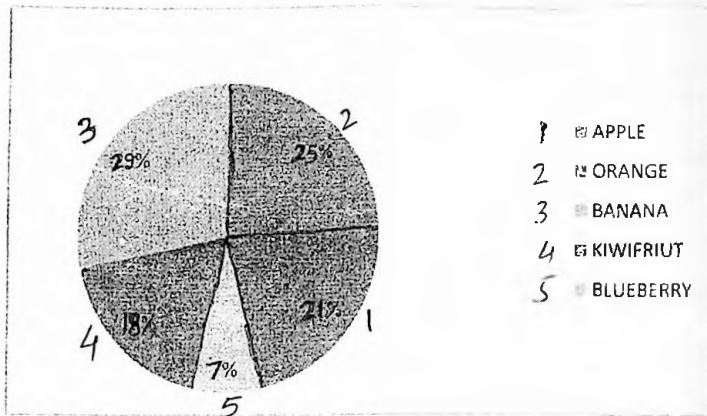
Additionally, many dating apps offer additional features such as personality quizzes, icebreaker prompts, and profile verification tools, which enhance the overall user experience and increase the likelihood of finding compatible matches. By combining technology with human connection, dating apps have become indispensable tools for navigating the complexities of modern romance.

Q.4. D. 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

Q.5 A. Write synopsis for any of your favourite movie/novel/drama/Blue mormon festival. [8]

Q.4 B. Write a paragraph on the following pie-chart showing peoples preference for fruits in a specific country. : [7]



OR

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

[15 Marks]

1. Qualities of an Efficient copywriter
2. How can one avoid plagiarism.
3. Importance of publicity in today's world
4. Types of Introduction in a news report
5. Qualities of good paraphrasing

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External Examination

FYBAMMC / Semester II

N.B. 1. All the questions are compulsory

2. Figures to the right indicate full mark

Subject: Foundation Course

Time: 150 Minutes

[75 Marks]

Q.1. (A) Fill in the blanks choosing appropriate options: (8)

1. The _____ stressors are also called job stressors. (organizational, group, individual)
2. _____ is a term used to describe positive stress. (eustress, distress, hyper stress)
3. Equality in the matter of public employment is guaranteed by article _____. (14, 15, 16)
4. As per the new industrial policy 1991, licensing is required only in _____ industries. (five, six, seven)
5. In the state of _____ the number of farmers' suicides is the highest. (Bihar, Orissa, Maharashtra)
6. The _____ is the layer of gases surrounding our planet. (hydrosphere, atmosphere, biosphere)
7. Two parties stand in opposition to each other in _____. (conflict, stress, prejudice)
8. _____ refers to removal of controls to encourage economic development. (liberalization, globalization, upliftment)

Q.1. (B) State whether the following statements are true or false. (7)

1. Levitt introduced the concept of globalization.
2. Article 3-16 of UDHR proclaim economic, social, and cultural rights.
3. Primary producers are small living beings such as bacteria, insects, and fungi in the ecosystem.
4. One of the aims of disinvestment policy is to overcome corruption in PSUs.
5. IT has made communication simple and less expensive.
6. Linguistic minorities do not have any right to get education in their own language.
7. Article 14 provides for equality before law.

Q.2.A: How do values influence human development? (8)

Q.2.B: Explain the impact of environmental degradation on human life. (7)

OR

Q.2.C: Elaborate the provisions which guarantee 'Right to Freedom' under Indian Constitution. (8)

Q.2.D: Explain the impact of globalization on employment. (7)

Q.3.A: Explain the different theories of Aggression. (8)

Q.3.B: Explain the interrelationship between poverty and the environment. (7)

OR

Q.3.C: Define Human rights. Describe the significance of it. (8)

Q.3.D: Discuss the reasons for farmer's suicide in India. (7)

2:16 3-24-24

Q.4.A: What is migration? Explain the types, causes and effects of migration. (15)

OR

Q.4.C: What is stress? Explain its types and causes and effects. (15)

Q.5: Write short notes on the following (any 3) (15)

1. Corporate farming
2. Civil Right
3. Air pollution causes and effects.
4. Right to equality
5. Types of conflict

COURSE AND SEMESTER (F.Y.B.M.M.C – II) - BAMMC

SUBJECT: INTRODUCTION TO ADVERTISING

MARKS: 75

DURATION: 2:30 HOURS

Note: All Questions are compulsory having internal choices.

A mark on the right indicates full marks.

Q1 Write Any 3 Short Notes (Each Short note carrying 5 marks)

(15)

A	5 Ms of Advertising
B	Importance of Big Idea
C	Means-End Theory
D	Advertorial
E	Transit Advertising
F	Public Relations

Q2) Write Any Two Questions

(15)

A) Explain the concept of advertising and its significance in marketing communication. How does advertising influence consumer behavior? Discuss with examples. (08)

B) Compare and contrast the various types of advertising media available to advertisers. Highlight the advantages and limitations of each type. (07)

OR

C) Explain the AIDA model (Attention, Interest, Desire, Action) of advertising. How can advertisers use this model to create effective advertising campaigns? Provide examples. (08)

D) Compare and contrast print advertising with digital advertising. Discuss the advantages and disadvantages of each medium in reaching target audiences. (07)

Q3) Write Any Two Questions

(15)

A) Explain the concept of integrated marketing communications (IMC) and its importance in advertising strategy. Provide examples of successful IMC campaigns. (08)

B) Describe the social impact of advertising on society. How does advertising influence cultural norms, values, and attitudes? Provide examples to support your answer. (07)

OR

C) Discuss the role of advertising in shaping consumer perceptions of products and brands. How do advertisers use psychological principles to influence consumer behavior? (08)

D) Discuss the concept of target audience segmentation in advertising. Why is it important for advertisers to identify and understand their target audience? (07)

Q4) Write Any One Questions (15)

A) Discuss the use of celebrity endorsements in advertising. What are the advantages and risks associated with using celebrities to promote brands?

OR

B) Explain the laws and regulations governing advertising in India. Discuss the role of regulatory bodies such as ASCI (Advertising Standards Council of India) in ensuring ethical advertising practices.

Q5) Write Any 3 Short Notes (Each Short note carrying 5 marks) (15)

A	Tools of Direct Marketing
B	Broadcast Media
C	Creative strategy Development
D	Essentials of a Good Slogan
E	Weasel Claim

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

Q1) Explain the following concepts write any 5
(Each concept is carrying 3 marks)

(15)

A	Content Writer
B	Hard News / Soft News
C	Transportation Beat
D	Journalist
E	Indian Press
F	Citizen Journalism
G	Radio
H	Anatomy Of A News Stories

Q2) Write Any Two Questions

(15)

A) What Are the Tools that are used for News Gathering?

(08)

B) How Was the Media Treated During the Emergency

(07)

C) What Are the risk Of Citizens Journalism

(08)

D) Why are The Ethics Important for Journalist

(07)

Q3) Write Any Two Questions

(15)

A) In Today's Time How Data Is Used to Tell A Story

(08)

B) What Are the risk Of Citizens Journalism

(07)

C) How Has Print Media Evolved Over the Years

(08)

D) Is Social Media A Blessings Or A Curse

(07)

Q4) Write Any One Questions

(15)

A) Write the Invention Impacted the Print Media, Radio and Television as a Medium

OR

B) Write In brief The History of Indian Media pre And Post-independence

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

(15)

A) Reporting

B) What Are The Different Parts Of News Stories?

C) How Reporter Convert information into News?

D) What are The Different Types of News Stories?

E) What is Editorial?

CLASS F.Y.B.M.M.C SEMESTER (II) SUBJECT CODE BAMMMGC-206

SUBJECT: Media, Gender & Culture

MARKS: 75

DURATION: 2:30 HOURS

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

Q1) Explain the following concepts write any 5
(Each concept is carrying 3 marks)

(15)

A	Religion
B	Personal Entertainment
C	Cultural And Power
D	Pop Culture
E	Science Fiction
F	Globalization And Local Culture
G	Ethnocentrism
H	Culture And Risk

Q2) Write Any Two Questions

(15)

A) Role of A Media in Social Construction of A Gender Explain With Contemporary Example

(08)

B) Impact of digital media on lifestyle and Culture

(07)

C) Explain what Media Monopolies is?

(08)

D) Write the Need of Cultural Studies with the Reference of Media

(07)

Q3) Write Any Two Questions

(15)

A) Medium as Agent of Socialization Explain in detail

(08)

B) Note on Class Dominant Theory

(07)

C) Write the Features of Cultural Studies

(08)

D) What is Encoding and Decoding?

(07)

Q4) Write Any One Questions

(15)

A) Long note on a feminism and Post feminism

OR

B) Long note Explain in detail Media Imperialism

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

(15)

- A) Social Lifestyle
- B) Emphasized femininity
- C) Socialist and Marxist
- D) Global Village
- E) T.V. News