

14.11.24

①

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

END OF FIRST SEMESTER EXAMINATION NOVEMBER 2024

MAJOR: Evolution of Communication

DURATION: 1 Hr.

MARKS: 30

**NB: (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate full marks.**

(1) Answer the following questions: (15 Marks)

- A] Describe the significance of communication in human societies. How does it contribute to the formation of societies? (8)
B] Explain how communication among animals differs from human communication. (7)

(2) Answer the following questions: (15 Marks)

- A] Describe the role of cave paintings and petroglyphs in early human communication. (8)
B] Discuss the impact of the invention of the printing press on communication. (7)

(3) Answer the following questions: (15 Marks)

- A] Explain how culture influences communication patterns and how cultural differences affect understanding.

OR

(3) Write Any Three Short Notes (Each Short Note Carries 5 Marks) (15 Marks)

- A) Evolution of language
B) Role of oral communication
C) Introduction of the telegraph
D) Cultural impact on language

16.11.24

**BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF FIRST SEMESTER EXAMINATION NOVEMBER 2024**

Major: Fundamentals of Mass Communication

Duration: 60 minutes

Marks: 30

**NB: (a) All questions are compulsory and carry equal marks
(b) Figures to the right**

Q.1: Answer the following questions. (any 1)

[10]

1. Discuss in detail the various forms (types) of communication.

OR

2. Critically evaluate the political impact of mass media on society with examples.

Q.2: Answer the following questions. (any 1)

[10]

1. With the help of a suitable diagram explain the process of communication in detail.

OR

2. (a) Differentiate between folk media and traditional media

(b) Distinguish between group communication and mass communication

Q.3: Answer the following questions. (any 1)

[10]

1. How do you personally feel about the transition from traditional media (e.g., newspapers, radio) to new media (e.g., social media, blogs)?

OR

2. There is the strong resistance to the image of women who is articulate, vocal and independent. Discuss with the help of suitable examples.

MAJOR

FY. B.A.M.M.C.

(BACHLORES OF ARTS AND MULTIMEDIA COMMUNICATION)

Subject: Contemporary Issues

**Note: (a) Attempt Any Two Questions out of Three
(b) Figures to the right indicate full marks**

Marks: 30

(1) Answer the following questions: (15)

A] Assess two recent news stories of environmental significance, discussing their implications and the responses from various stakeholders. **(08)**

B] Examine the structure and roles of the ministerial team within the Ministry of Home Affairs, detailing the responsibilities of key members and analysing their impact on internal security and governance. **(07)**

(2) Answer the following questions: (15)

A] Analyse the purpose and objectives of the United Nations in promoting global peace and security, discussing specific strategies and initiatives employed to achieve these goals. **(08)**

B] Evaluate the significance of Scheduled Tribes in Maharashtra in securing special provisions for positive development, discussing specific examples of policies and initiatives that have contributed to their socio-economic upliftment. **(07)**

In Maharashtra.

(3) Answer the following questions: (15)

A] Evaluate various mobile applications that facilitate content creation, providing specific examples and analysing their features, benefits, and user experiences." **(08)**

B] "Analyse the impact of water shortages in Maharashtra, focusing on specific regions such as Marathwada and evaluate the underlying causes and potential solutions based on recent media reports." **(07)**

BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF FIRST SEMESTER EXAMINATION NOVEMBER 2024

OEC 1: Marketing Mix 1

Duration: 60 minutes

Marks: 30

NB: (a) All questions are compulsory and carry equal marks
(b) Figures to the right

Q.1: Analyze the case study and answer the following questions. (10)

Case Study: Nintendo - Innovation and Family-Friendly Focus in the Gaming Industry

Nintendo, a Japanese multinational consumer electronics company, has made a name for itself as one of the most recognizable and innovative brands in the gaming industry. Known for iconic franchises like Mario, Zelda, and Pokémon, Nintendo has historically set itself apart from other gaming companies by emphasizing creative gameplay, family-friendly content, and accessible designs. Unlike its primary competitors, Sony and Microsoft, which focus on high-performance consoles for "hardcore" gamers, Nintendo has consistently targeted a broader demographic. This case study explores how Nintendo's product strategy, centered on innovation and accessibility, has helped it maintain a unique position in the competitive gaming industry.

Founded in 1889 as a playing card company, Nintendo shifted to video games in the 1970s. Over the decades, it has pioneered various gaming innovations, including the Game Boy, the Nintendo DS, the Wii, and the Nintendo Switch. These devices transformed how people interact with games, emphasizing portability, social interaction, and user engagement. Nintendo's approach to gaming has resulted in some of the best-selling gaming systems of all time, such as the Nintendo DS and Wii, both of which attracted a large base of casual gamers who may not otherwise have been interested in video games.

Nintendo's product strategy is defined by three core pillars: innovation in hardware, development of engaging and family-friendly games, and accessibility for a wide audience.

1. **Innovation in Hardware:** Nintendo's consoles often differ significantly from the high-powered, performance-focused systems offered by Sony and Microsoft. Instead, Nintendo's strategy has consistently involved creating unique, often unorthodox consoles that offer a distinct gaming experience. For instance, the Nintendo Wii, released in 2006, introduced motion-based gameplay, making it accessible and appealing to a diverse audience, including families and older adults who typically wouldn't play video games.
2. **Family-Friendly Games and Beloved Franchises:** Nintendo has always focused on developing games with mass appeal and accessibility. Its games are known for being suitable for all ages, with an emphasis on fun rather than intense competition or

violence. Iconic franchises like Super Mario, The Legend of Zelda, and Animal Crossing are examples of Nintendo's commitment to creating engaging yet wholesome content. These franchises have a broad appeal, attracting players from different age groups and backgrounds. By focusing on universally beloved characters and worlds, Nintendo builds brand loyalty and cultivates a sense of nostalgia, as many fans who played Nintendo games in their childhood continue to support the brand as adults.

3. **Accessibility and Targeting Casual Gamers:** Nintendo's product strategy also involves targeting "casual" gamers or those who may not necessarily consider themselves traditional gamers. This focus on accessibility is visible in the intuitive design of its consoles and games. For example, the Nintendo Switch offers a variety of control schemes to accommodate different player preferences, including traditional button-based controls and motion controls. Additionally, the affordability of many Nintendo consoles compared to high-end PlayStation and Xbox models makes Nintendo's products more accessible to families and younger players.

Nintendo's unique approach, while beneficial, presents certain challenges. Unlike its competitors, which prioritize graphical fidelity and processing power, Nintendo focuses on gameplay and innovation. This trade-off can limit its appeal among hardcore gamers who expect high-quality graphics and performance, potentially reducing its market share in this segment. Furthermore, the company's emphasis on family-friendly games may prevent it from attracting a broader range of games and third-party developers who create mature or graphically intense games for PlayStation and Xbox. Nintendo also faces competition from mobile gaming, which appeals to casual gamers who might otherwise be drawn to Nintendo's accessible designs.

Questions:

1. How does Nintendo's emphasis on family-friendly and casual gaming impact its position in the broader gaming market?
2. In what ways can Nintendo address the challenge posed by mobile gaming while maintaining its focus on innovative hardware and accessibility?

Q.2: Answer the following questions. (any 1)

[10]

1. Explain in detail the 7P's of marketing.
2. Elaborate in line modernization and its reasons.

Q.3: Answer the following questions. (any 1)

[10]

1. Discuss constraints that influence pricing decisions of a company.
2. Differentiate between points of parity and points of difference.

**BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF FIRST SEMESTER EXAMINATION NOVEMBER 2024**

OEC 2: Case Studies in Management

Duration: 60 minutes

Marks: 30

**NB: (a) All questions are compulsory and carry equal marks
(b) Figures to the right**

Q.1: Analyze the case study and answer the following questions. (10)

Case Study: Disney+ and the Rise of OTT Platforms

Disney+ launched as a new OTT platform, quickly gaining traction due to its exclusive content and strategic marketing. Despite initial technical difficulties, Disney+ leveraged its vast library of beloved franchises to attract subscribers. As competition intensifies, Disney+ must continuously innovate to maintain its growth trajectory.

Questions :

1. Analyze the key factors that contributed to Disney+'s rapid success in the OTT market.
2. What strategies should Disney+ consider to sustain its competitive edge?

Q.2: Answer the following question. (Any 1) (10)

1. How can PESTEL analysis help a manager make informed decisions regarding external business environments?
2. How do descriptive, explanatory, and exploratory case studies differ from one another? Provide examples of each.

Q.3: Answer the following question. (Any 1) (10)

1. What role do case studies play in strategic management? How can they influence decision-making?
2. Describe the process of selecting a case study subject. What criteria should researchers consider?

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION
END OF FIRST SEMESTER EXAMINATION NOVEMBER 2024

VEC: Visual Communication

DURATION: 1 Hr.

MARKS: 30

NB: (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate full marks.

(1) Answer the following questions: (15 Marks)

- A] Explain the importance of visual communication in mass media. How does it contribute to effective message delivery?** (8)
- B] Describe the impact of color on visual design. How can color affect mood and perception?** (7)

(2) Answer the following questions: (15 Marks)

- A] Explain the role of signs and symbols in visual communication. Include examples to illustrate their everyday use.** (8)
- B] Discuss the purpose of infographics in simplifying complex information and provide examples of their effectiveness.** (7)

(3) Answer the following questions: (15 Marks)

- A] Describe the process and significance of using visual hierarchy in design to guide viewer attention.**

OR

(3) Write Any Three Short Notes (Each Short Note Carries 5 Marks) (15 Marks)

- A) Pictograms
 B) Body language
 C) Gestalt theory
 D) Color in branding

26.11.24

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

END OF FIRST SEMESTER EXAMINATION NOVEMBER 2024

SEC: Introduction to Computers-I

DURATION: 1 Hr.

MARKS: 30

**NB: (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate full marks.**

(1) Answer the following questions: (15 Marks)

A] Describe the primary features of CorelDraw and explain its importance in vector graphic design in media. (8)

B] Explain how text tools in Photoshop are used for creating visually appealing designs. Provide examples of how text effects can enhance a design. (7)

(2) Answer the following questions: (15 Marks)

A] Elaborate on the concept of resolution in Photoshop and describe its impact on image quality for digital and print media. (8)

B] Discuss the advantages of using blending modes in Photoshop. How do they add depth to images in digital design? (7)

(3) Answer the following questions: (15 Marks)

A] Describe how Premiere Pro helps organize video projects. Explain the role of timelines and layers in video editing.

OR

(3) Write Any Three Short Notes (Each Short Note Carries 5 Marks)

A) Use of masking in Photoshop

B) Color modes: RGB vs CMYK

C) Image cropping techniques

D) Basics of video exporting in Premiere Pro

27.11.24

FY B.A. (MULTIMEDIA & MASS COMMUNICATION)

END OF SEMESTER EXAMINATION NOVEMBER 2024

AEC: BUSINESS COMMUNICATION SKILLS - I

DURATION: 1 Hr.

MARKS: 30

-
- Note:**
1. All the questions are compulsory
 2. Each question carries equal marks.
 3. Figures to the right indicate full marks

(1) Answer any ONE of the following:

(10)

A. What is Business Communication. Why is it important in the corporate world.

OR

B. Explain the various types of feedback.

(2) Answer any ONE of the following:

(10)

A. Manjeet lost his original F.Y.B.A.Sem.-I marksheet in an auto he was travelling in. Draft his letter to the Principal, YR College applying for a duplicate marksheet. Use the Semi Block Layout.

OR

B. Write an application letter in response to the following advertisement: "Wanted a sales representative for a reputed company in Mumbai, with experience of 'House to House' sale. The candidate should be able to speak English, Hindi and Marathi fluently. Apply to Box No.348, The Times of India, Mumbai - 400 001. Use the Complete block format.

Q.3 Answer any THREE of the following:

(10)

A. WhatsApp : A popular App. Discuss

B. 'You' Attitude in a business letter.

C. Any Five forms of Non-Verbal Communication

D. Need and importance of letters in modern business.

E. Shah Rukh has changed his residence from Malad to Bhandup. He has secured a post of clerk at Rustam International in Thane. Draft his letter of Resignation from the post of clerk at Poonam Stores, Borivali. Use the Modified Block layout.

29.11.24

BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF FIRST SEMESTER EXAMINATION NOVEMBER 2024

IKS: Indian Knowledge System

Duration: 60 minutes

Marks: 30

NB: (a) All questions are compulsory and carry equal marks
(b) Figures to the right

Q.1: Attempt any 2 out of 5.

(6)

1. Explain the significance of 'Vedas' in the Indian Knowledge System.
2. Discuss the concept of 'Dharma' and its relevance in ancient Indian texts.
3. What are the main features of 'Ayurveda,' and how does it contribute to holistic health?
4. Define 'Yoga' and its various branches as per ancient Indian philosophy.
5. Analyze the role of 'Panchatantra' in imparting moral education in ancient India.

Q.2: Attempt any 3 out of 6.

(12)

1. Explain the main principles of 'Arthashastra' and its relevance in contemporary economic policies.
2. What were the key features of Macaulay's education policy, and how did it impact Indian society?
3. Describe the structure and significance of the ancient Indian education system, including the role of Gurukuls.
4. Discuss the fundamental concepts of Ayurveda and its holistic approach to health and wellness.
5. Analyze the contributions of ancient Indian mathematicians like Aryabhata and Brahmagupta to modern mathematics.
6. What is the significance of 'Tantra' in the spiritual and philosophical landscape of ancient India?

Q.3: Attempt any 3 out of 6.

(12)

1. What are the key aspects of ancient Indian town planning as seen in cities like Harappa and Mohenjo-Daro?
2. Explain the principles of 'Krishi Shastra' and its relevance to modern agricultural practices in India.
3. Discuss the importance of the 'Natyashastra' in the context of Indian performing arts.
4. What were the popular ancient sports in India, and how did they reflect the cultural values of the time?
5. Explain the significance of 'Chitrasutra' in ancient Indian art and its impact on visual representation.
6. Discuss the influence of ancient Indian philosophies on contemporary ecological practices and sustainability.

FIRST YEAR SEMESTER I NEP 2020 EXAMINATION NOVEMBER 2024

Subject: INTRODUCTION TO SPORTS, PHYSICAL LITERACY, HEALTH AND FITNESS AND YOGA

Duration: 1 Hr.

Marks: 30

SPORTS

Note: Attempt all questions

- Q1. Multiple choice questions. (Any 6 out of 8) (06)**
1. Deepa Karmarkar is an International player in which sport?
a. Boxing b. Gymnast c. Cricket d. Fencing
 2. Which of the following is an International player of Wrestling?
a. Geeta Phogat b. Saina Nehwal c. Mary Kom d. Jemimah Rodrigues
 3. Which term refers to the overall state of well-being that includes physical, mental and social health?
a. Fitness b. Health c. Exercise d. Wellness
 4. Which type of yogic practice focuses on controlling the breath?
a. Asana b. Pranayama c. Meditation d. Bandha
 5. Which Famous cricketer is also known as the wall of Indian cricket?
a. Sachin Tendulkar b. Rahul Dravid c. Rohit Sharma d. Virat Kohli
 6. What does the term Yoga Mean?
a. Relaxation b. Meditation c. Unite d. Exercise
 7. Captain of Indian Cricket Team in T-20 format?
a. Rohit Sharma b. Suryakumar Yadav c. Rishabh Pant d. Yashashvi Jaiswal
- Q2. Attempt any 2 questions. (06)**
- A. What is Physical Literacy? And why it is important for a healthy lifestyle?
 - B. What are the latest trends in health and fitness?
 - C. Write a Note on importance of Yoga?
- Q3. Attempt any 2 questions. (06)**
- A. Outline the fundamental principles of fitness train and yoga?
 - B. Importance of Major Dhyan Chand Khel Ratna Award in sport?
 - C. Importance of Mental Health awareness?
- Q4. Attempt any 2 questions. (06)**
- A. Discuss some of the Major sports awards in India?
 - B. Importance of Physical Fitness in your life?
 - C. Discuss the importance of sports in your life?
- Q5. Attempt any 2 questions. (06)**
- A. What are the benefits of meditation in our lives?
 - B. State some of the Olympic players of India with their game.
 - C. Mention some of the opportunities in Sports?

Time: 1 Hour

FYBA/BCom/Self Finance Courses

Semester I

Marks: 30

Introduction To Cultural Activities

Instructions:

- 1) All questions are compulsory.
 - 2) Mixing of sub questions is not allowed.
 - 3) Write in clear and legible handwriting.
-

Q.1) Attempt Following Six Multiple- Choice Questions:

(6)

1. Which state is Kathakali a classical dance form from?
 - a. Kerala
 - b. Karnataka
 - c. Andhra Pradesh
 - d. West Bengal
2. Which of the following is folk dance from Gujarat?
 - a. Kathak
 - b. Bharatnatyam
 - c. Garba
 - d. Kuchipudi
3. Which is the oldest Veda?
 - a. Samveda
 - b. Rigveda
 - c. Yajurveda
 - d. Atharvveda
4. Which of the following is an Indian classical music?
 - a. Ghazal
 - b. Qawwali
 - c. Hindustani
 - d. Bhajan

P.T.O

5. Hindustani music is primarily associated with:

- a. Northern India
- b. Southern India
- c. Western India
- d. Eastern India

6. Which state is known for the folk dance Bhangara?

- a. Maharashtra
- b. Punjab
- c. Gujarat
- d. Rajasthan

Q.2) Attempt Following:

(6)

- a. How do cultural activities help in preserving a community's heritage?
- b. How do cultural activities play a crucial role in student life?

Q.3) Attempt Following:

(6)

- a. Describe about the history of student cultural activities in India?
- b. How does cultural activities play a significant role in education?

Q.4) Attempt Following:

(6)

- a. Describe the Importance of presentation and relevance in Story Writing?
- b. Describe the process of Poster Making?

Q.5) Attempt Following:

(6)

- a. Discuss about the Classical Dance?
- b. Describe the different types of Indian Music?

NSS (National Service Scheme)**Instructions:**

- 1) All questions are **compulsory**.
 - 2) Mixing of sub questions is not allowed.
 - 3) Write in clear, legible, writing.
-

Q1) Choose the correct alternative:**(6)**

1. _____ is a key component of the NSS's philosophy
 - A. Economic Development
 - B. Military Training
 - C. Social Responsibility
 - D. Industrial Growth

2. The 'Rath' wheel in the NSS emblem symbolizes:
 - A. The cycle of creation
 - B. A fixed point in time
 - C. Static progress
 - D. Academic achievements

3. Who is responsible for advising the Ministry on the development of the NSS programme?
 - A. Programme Coordinator
 - B. State Liaison Officer
 - C. Programme Adviser
 - D. Regional Centre Head

4. Who is responsible for appointing the NSS Programme Officer at the institution level?
 - A. NSS Regional Centre
 - B. State Liaison Officer
 - C. College Principal
 - D. Programme Coordinator

5. How many hours of community work are NSS volunteers expected to complete in an academic year?
 - A. 80 hours
 - B. 120 hours
 - C. 100 hours
 - D. 150 hours

6. Which of the following is a key focus area of NSS activities in slum areas?
 - A. Luxury housing development
 - B. Financial literacy
 - C. Organizing fashion shows
 - D. Building shopping malls

Q2) Short Notes:- (Any two):

(6)

1. Philosophy of NSS
2. Republic day parade camp
3. Motto of NSS
4. NSS Residential Camp

Q3) Answer the following:- (Any Three)

(18)

1. Explain functions of state NSS cell (any 6)
2. Explain the procedure of Formation of NSS Unit at the college
3. What are the objectives of Regular Activities of NSS?
4. What is the role of NSS volunteers in National Development?
5. What are the Activities to be conducted in adopted village related to Gender Equality?

D L L E

Extension Work

Marks: 30

Semester I Examination

Time: 1 Hour

Q1. Rewrite the following statements by choosing the correct alternatives given below.

(06 Marks)

1. Pollutants that cannot be broken down into simpler, harmless substances in nature are called _____ pollutants. (biodegradable/ non-biodegradable/ beneficial)
2. It is predicted that by 2031, number of senior females will _____ number of senior males. (be same as/ be less than/ exceed)
3. Ethics and values help in communal _____ violence. (avoiding/ strengthening/ supporting)
4. Stigma and _____ affect the mental health and well-being of LGBTQIA+ youth. (discrimination/ inclusion/passion)
5. Unintentional poisoning arises from excessive exposure to _____. (fragrances/ chemicals/ sun)
6. Industrial effluents contribute to _____ Pollution. (Air/ Water/Soil)

Q2. Write short notes on any TWO of the following.

(06 Marks)

1. Role of ethics in personal fulfilment.
2. Rapid Industrialisation as a cause of pollution.
3. Difference in the status of senior citizens in last 30 years.
4. Impact of World War 2 on LGBTQIA+ movement.

Q3. Answer any THREE of the following questions.

(06x3=18 Marks)

1. What is the importance of Ethics in our professional life?
2. Describe three steps India can take to get ready for its aging population.
3. Explain any three types of environmental pollution.
4. What do you understand by the concept of Inclusion in LGBTQIA+ studies?
5. Write in detail about climate change.