

BACHELORS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

END OF SECOND SEMESTER EXAMINATION ARIL2025

MAJOR- I- OVERVIEW OF PRINT PRODUCTION

DURATION: 1 Hr

MARKS: 30

NB. a) All questions are compulsory and carry equal marks

b) Figures to the right indicate full marks

c) Attempt any 2 question's out of 3

1) A) Explain the importance of creating a high quality master template in the mass Printing process (08)

B) Discuss the difference between batch Printing and custom list' Printing (07)

OR

C) Discuss the importance of print quality in mass printing with examples (08)

D) Explain the process and benefits of screen printing for unconventional materials. (07)

2) A) Discuss the importance of Print quality in mass printing. (08)

B) Explain the silk- screen printing process with examples. (07)

OR

C) Define progressive content in the context of digital printing production (08)

D) Discuss the advantages and disadvantages of using digital printing for progress content compared to traditional offset printing methods (07)

3) Summarize the integration of Artificial intelligence in modern printing technologies and how it is transforming the Printing industry in terms of quality control productive maintenance and efficiency. (15)

Subject Code: PYMM 202

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

END OF SECOND SEMESTER EXAMINATION APRIL 2025

MAJOR: BASICS OF RADIO & TV

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) Discuss the emerging trends in mobile technology, social media, and web-based TV platforms (Hotstar, Voot, SonyLiv). (8)

B) Describe the importance of regional television channels in India. How do they contribute to cultural representation? (7)

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

A) Explain the importance of ethics and censorship in news broadcasting. (8)

B) Discuss the key qualities of a good television anchor. Why is voice modulation important in anchoring? (7)

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

A) Discuss the key elements in preparing an audio/video brief for radio and TV programs?

Subject Code: FYMM203

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

END OF SECOND SEMESTER EXAMINATION APRIL 2025

MAJOR: INTRODUCTION TO NEW MEDIA

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) Differentiate between cloud-based and traditional content storage methods in media. (8)

B) Interpret the role of video streaming services in modern entertainment industries. (7)

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

A) Discuss the impact of smart advertising displays on consumer behavior. (8)

B) Justify the necessity of media asset management in the digital ecosystem. (7)

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

A) Evaluate the influence of AI-driven audience insights on content personalization.

Subject Code: FYMM 204

BACHELORS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

END OF SECOND SEMESTER EXAMINATION APRIL 2025

MINOR- HISTORY OF MEDIA

DURATION: 1 Hr

MARKS: 30

NB. a) All questions are compulsory and carry equal marks

b) Figures to the right indicate full marks

c) Attempt any 2 question's out of 3

1) A) Explain the rise of Hindi newspapers in Hindi (08)

B) Summarise the role of media during India's freedom struggle (07)

OR

C) Discuss the emergence of India brand's (08)

D) Illustrate the emergence of advertising agencies. (07)

2) A) Summarise the role of radio and television in broadcasting. (08)

B) Describe the Radio and television shows in India (07)

OR

C) Anticipate the New Era in broadcasting in India. (08)

D) Evaluate the advertising in India with examples (07)

3) Appraise the contribution of great masters of world cinema- Satyajit Ray/Steven Spielberg

Sham Bengal /Mirnal Sen/Alfred Hitchcock. (15)

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

OEC 1: Leadership 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)

Raj is a senior manager at a software company known for its people - first approach. When a team member faced a personal crisis, Raj stepped in, offered flexible working hours, and delegated some tasks to ease the workload. He regularly checks in on his team's well-being and encourages professional development. As a result, his team remains highly loyal and productive.

Questions:

1. How does Raj's servant leadership style benefit his team?
2. What are the long-term effects of servant leadership on employee performance?

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

1. Explain in detail the key challenges women face in leadership role?

OR

2. Compare and contrast between Transactional & Transformational Leadership theory.

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

1. You are the CEO of a growing organization, and you've noticed that some departments are struggling with time management, causing delays in key projects. What tools and techniques would you introduce to help your team improve their time management?

OR

2. Your team is discussing the shift from traditional hierarchical leadership to more distributed leadership models. Explain the difference between autocratic and servant leadership styles, giving examples of contexts where each might be effective.

Subject Code: FYMM19206

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

OEC 2: Marketing Mix II

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)

Zest Organic Juices is a startup that produces organic, cold-pressed juices. The company aims to target health-conscious individuals and gym-goers. With a limited budget, Zest Organic Juices needs to select the right distribution channels and promotional strategies to maximize reach and sales.

To ensure easy availability, the company is considering online platforms, supermarkets, and direct sales through fitness centers. Additionally, it wants to create brand awareness through cost-effective promotional methods.

Questions:

1. Suggest the most suitable distribution channels for Zest Organic Juices and justify your choices.
2. Recommend three promotional strategies that Zest Organic Juices can use to reach its target market.

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

1. Explain in detail the steps involved in the channel management decision process?

OR

2. Discuss the concept and objectives of the sales promotion.

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

1. Promotion plays an important role in marketing. Justify.

OR

2. Imagine you are managing a business that sells handmade products. Would you prefer selling through online marketplaces, your own website, or physical stores? Why?

Subject Code: FYMM207

**BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF SEMESTER EXAMINATION APRIL 2025**

VSC: Translation Skills

DURATION: 1 Hr.

MARKS: 30

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- Note:1. Attempt any 2 from Q1. – Q.3
2. Each question carries equal marks.
3. Figures to the right indicate full marks**

(1) Answer any TWO of the following: (15)

- A. Explain in detail Semantic Translation and its characteristics.
- B. How does CAT tools support the Translation process. State some strategies to integrate cultural knowledge with CAT tools.
- C. Contrast and compare between translation and transliteration.

(2) Answer any TWO of the following: (15)

- A. Differentiate between Social media translation and Literacy translation.
- B. enumerate the potential benefits and drawbacks of adapting a story from one medium to another?
- C. Explain the essential skills required for a translator to work efficiently.

Q.3 Answer any TWO of the following: (15)

- A. How does the process of transliteration contribute to the alteration of linguistic identity in a globalised world?
- B. What are the key rules to be considered while adapting literature into films. Support your answer critically analysing with an example.
- C. Discuss the challenges when translating real- life biographies of important personalities into cinematic forms.

प्रथम वर्ष/सेमिस्टर - II / AEC- हिंदी भाषा : कौशल के आधार
(Language Skill in Hindi)

समय : 01 घंटे

अंक : 30

सूचना: 1) प्रश्न क्रमांक 1 से 3 में से किन्हीं 2 प्रश्नों के उत्तर लिखिए

2) दायीं ओर के अंक गुण दर्शाते हैं।

प्रश्न 1. निम्नलिखित प्रश्नों में से कोई भी तीन प्रश्नों के उत्तर लिखिए 15

- अ) भाषा कौशल का अर्थ बताकर उनके प्रकारों पर चर्चा कीजिए ?
- ब) भाषा कौशल का अर्थ समझाकर लेखन कौशल की विशेषताएँ लिखिए ?
- क) भाषण कौशल का अर्थ समझाकर उनके तत्वों पर प्रकाश डालिये ?
- ड) श्रवण कौशल की विशेषता बताकर उनके उपायों पर चर्चा कीजिए ?

प्रश्न 2. निम्नलिखित प्रश्नों में से कोई भी तीन प्रश्नों के उत्तर लिखिए 15

- अ) वाचन कौशल का अर्थ बताकर उसकी विशेषताओं को स्पष्ट कीजिए ?
- ब) वर्तमान समय में भाषा कौशलों की उपयोगिता बताकर श्रवण कौशल की विशेषता बताइए ?
- क) शिक्षा के क्षेत्र में भाषण कौशल और लेखन कौशल का महत्व बताकर उनकी विशेषताएँ लिखिए ?
- ड) पढ़ने के कौशल का अर्थ समझाकर उसके महत्व पर प्रकाश डालिए ?

प्रश्न 3. निम्नलिखित प्रश्नों में से कोई भी तीन प्रश्नों के उत्तर लिखिए 15

- अ) भाषा कौशल का अर्थ बताकर भाषण कौशल की विशेषता लिखिए ?
- ब) श्रवण कौशल का महत्व और उसकी उपयोगिता वर्णन कीजिए ?
- क) वाचन कौशल का अर्थ बताकर उसकी विशेषताओं को स्पष्ट कीजिए ?
- ड) शिक्षा के क्षेत्र में वाचन और श्रवण कौशल का महत्व बताकर उनकी विशेषता लिखिए ?

FY Sem-II AEC URDU Set-II

Urdu Communication Skill - I

Marks: 30

Time: 1 Hr

(۱۰ نمبرات)

سوال نمبر ۱۔ لہجہ کسے کہتے ہیں مثال دے کر سمجھائیے۔

یا

تلفظ اور گفتگو پر اپنے خیالات کا اظہار کیجیے۔

(۱۰ نمبرات)

سوال نمبر ۲۔ فعل، فاعل اور مفعول کی تعریف لکھیے اور مثال بھی دیجیے۔

یا

صفت کسے کہتے ہیں؟ صفت کی اقسام کو مثال دے کر سمجھائیے۔

(۱۰ نمبرات)

سوال نمبر ۳۔ درج ذیل سوالوں میں سے کسی دو کے جواب دیجیے۔

(الف) زبانی مواصلات کی اقسام کا جائزہ لیجیے۔

(ب) غیر زبانی مواصلات (نان ور بل کمیونیکیشن) کیا ہے؟

(ج) زبانی اور غیر زبانی مواصلات سے آپ کیا سمجھتے ہیں؟

☆☆☆

Subject Code: FYMM211

BACHELORS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

END OF SECOND SEMESTER EXAMINATION ARIL 2025

SEC - Introduction To Computer II

DURATION: 1 Hr

MARKS: 30

NB. a) All questions are compulsory and carry equal marks

b) Figures to the right indicate full marks

c) Attempt any 2 question's out of 3

1) A) Explain the Color Modes of Adobe Photoshop . (08)

B) Explain in detail the steps to creat text-based logo in Adobe Illustrator. (07)

OR

C) Discuss the importance of Blend Modes of Adobe Illustrator. (08)

D) Explain the How to Creat Broadsheet layout in Adobe InDesign. (07)

2) A) Explain in detail the steps to creat shape-based logo in Adobe Illustrator. (08)

B) Discuss the advantages of Adobe InDesign. (07)

OR

C) Explain the why Adobe Illustrator is best for Vectors. (08)

D) Discuss the DPI, PPI importants. (07)

3) Explain the tools of Adobe Indesign in detail. (15)

Subject Code: FYMM7209

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

VEC : Foundation of Behavioral Skill (Basic Level)

Duration: 60 minutes

Marks: 30

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

Q.1: Attempt 3 out of 5.

(30)

1. Compare and contrast between assertive, non-assertive and aggressive behavior.
2. Explain the term 'Communication' and explain in detail the barriers to communication.
3. Specify briefly the term 'emotion' and the characteristics of emotion.
4. Define emotional intelligence. What are the dimensions of emotional intelligence.
5. What are the main differences between creative thinking and logical thinking?
Can both be used together to solve problems?

N.B:

1. Attempt all questions.
2. All questions carry equal marks.
3. Figures to the right indicate full marks.

1. Fill in the blanks with the appropriate answer. (06Marks)

- I. _____ is not a performing art. (Painting/Dance/Music/Theatre)
- II. _____ exercise helps in voice modulation. (Lip Trills/Push - ups/Stretching/Jumping)
- III. _____ is an essential skill for a career in fine arts. (Programming/Financial analysis/Creativity/Legal drafting)
- IV. The folk dance of Madhubani is predominantly associated with _____ state in India. (Gujarat/Maharashtra/Bihar/Rajasthan)
- V. _____ emotion is most commonly explored in dramatic scenes. (Fear/Surprise/happiness/All of them)
- VI. _____ is a key feature of Indian tribal art. (Use of gold leaf/depiction of daily life and nature/Large-scale sculptures/Complex geometric patterns)

2. Attempt any two from the following questions. (06Marks)

- A. Discuss briefly the contribution of performing arts to Indian culture.
- B. How did performing arts in India grow historically?
- C. What are the basic elements of performing arts?
- D. Write a note on any performing art in India.

3. Attempt any two from the following questions. (06Marks)

- A. "Character development and analysis are integral to the performing arts". Explain in brief.
- B. "Emotional exploration and expression in performing arts involve using the medium of performance". Discuss few of them.
- C. Mention some career options in the performing arts in India.
- D. What are the key aspects of improvisation skills in performing arts?

4. Attempt any two from the following questions. (06Marks)

- A. Write a note on the art and craft of Indus Valley civilisation.
- B. What is the contribution of tribal art forms to Indian culture?
- C. Comment on chronicles of Indian artistry.
- D. Discuss the challenges involved in preservation of ancient Indian art forms.

P.T.O.

Time: 1 hrs
Subject: Extension Work
Note:

Total marks: 30
Semester II Examinations

1. Attempt all questions
 2. Figures to the right indicate maximum marks.
-

Q1. Rewrite the following statement by choosing the correct alternative: (06 Marks)

1. Dr. Sunita Williams has set records for the most _____ by a woman.
 - a. Flights
 - b. Missions
 - c. Spacewalks
 - d. Landings
2. Kiran Bedi was the first woman to join the Indian _____ Services.
 - a. Civil
 - b. Police
 - c. Administrative
 - d. Foreign
3. What is the primary definition of child labour?
 - a. Employment of children in safe and educational environments.
 - b. Employment that deprives children of their childhood and is harmful to their development.
 - c. Part-time jobs for teenagers during summers.
 - d. Apprenticeships for young adults.
4. According to the Consumer Protection Act 2019, who can be liable for misleading advertisements?
 - a. Only advertisers
 - b. Only endorsers
 - c. Both advertisers and endorsers
 - d. Neither advertisers nor endorsers
5. How do old age homes enhance safety for residents?
 - a. 24/7 monitoring and staff assistance
 - b. Allowing residents to live alone
 - c. Providing minimal medical support
 - d. Reducing medical access
6. The Equal Remuneration Act of 1976 ensures that women and men receive _____ for the same work, promoting gender equality at workplace.
 - a. Equal pay
 - b. Flexibility
 - c. Job security
 - d. Paid leaves

Q2. Write short notes on any TWO of the following: (06 Marks)

1. Different types of old age homes.
2. Two legal rights granted to women in India to promote gender equality.
3. Laws and regulations addressing child labour in India.
4. Any two women achievers' contribution towards the nation.

Max Time: 1 hr

Semester II

Max Marks: 30

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) Rewrite the following by choosing the correct options given below: (6)

1. Which characteristic of a leader involves maintaining a positive attitude and motivating others to achieve goals?
 - A. Optimism
 - B. Arrogance
 - C. Negativity
 - D. Indifference

2. Decision-making ability in a leader is important because it helps to:
 - A. Delay important decisions
 - B. Make choices based on emotion
 - C. Make informed decisions that guide the team or organization
 - D. Avoid responsibility

3. World Cancer Day is celebrated on :
 - A. 24th March
 - B. 4th February
 - C. 1st May
 - D. 7th April

4. International Day of Non-violence is celebrated on :
 - A. 2nd October
 - B. 5th June
 - C. 1st December
 - D. 4th July

5. World Day of International Justice is celebrated on :
 - A. 8th September
 - B. 25th November
 - C. 21st December
 - D. 17th July

6. Integrity in leadership means:
 - A. Being honest and adhering to ethical principles
 - B. Focusing solely on personal goals
 - C. Avoiding accountability
 - D. Appearing successful despite unethical actions

Q2) Short Notes:- (Any two):

(6)

1. Shramadan and its scope
2. Rainwater Harvesting as part of Shramadan
3. Sorting Waste in Cleaning Activities
4. Awareness Rallies (purpose, activities and impact)

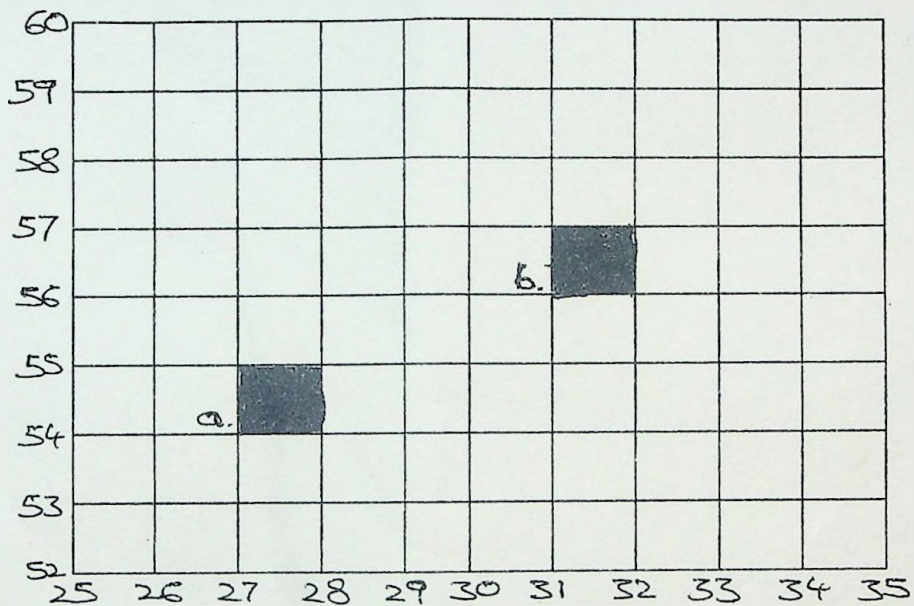
Q3) Answer the following questions:- (Any Three)

(18)

1. Why is the activity of Tree plantation important? What are the steps involved in Tree Plantation activity? Explain
2. What is the purpose and what are the key goals of Personality development programmes?
3. Explain the steps involved in organizing Blood donation camps? Explain
4. What is the purpose of organizing health camps? Give the guidelines of conducting an effective health camp
5. Explain the following in relation to conducting a Rally:-
 - a. Objectives and Theme of a Rally
 - b. Planning a Rally

- NB : 1. Attempt any Three Questions
2. All questions carry equal marks.
3. Figures to the right indicate maximum marks.

1. Explain the different Cardinal points and all the major and minor directions in map reading ? [10]
2. Explain the types of North ? Give a four figure grid reference of the following diagram. [10]



3. What are the different types of leadership ? [10]
4. How will you use the training given in NCC in your real life ? [10]