

260316

NASC1226

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 6 में से किन्हीं 4 प्रश्नों के उत्तर लिखिए

(Attempt any four out of six questions)

2) सभी प्रश्नों को समान अंक हैं।

प्रश्न 1. भाषा कौशल का अर्थ समझाकर वाचन कौशल की विधियाँ लिखिए ?

प्रश्न 2. शिक्षा के क्षेत्र में लेखन कौशल का महत्व बताकर उनकी विशेषताएं लिखिए?

प्रश्न 3. वाचन कौशल के अर्थ, स्वरूप और महत्व को विश्लेषित कीजिए ?

प्रश्न 4. भाषा कौशल का अर्थ बताकर उनके प्रकारों पर विस्तृत चर्चा कीजिए ?

प्रश्न 5. शिक्षा के क्षेत्र में श्रवण कौशल का महत्व बताकर उनकी विशेषता लिखिए ?

प्रश्न 6 प्रभावी संवाद में भाषण और श्रवण कौशल की भूमिका का वर्णन कीजिए ?

260316

AEC- URDU

NASC 1226

Urdu Communication Skill-I

(Semester- II)

Timing: 01: Hours

Marks: 30

ہدایات:

ہر جواب سے پہلے متعلقہ سوال ضرور نقل کریں۔
سبھی سوالات کے نمبر مساوی ہیں۔

10

سوال نمبر 1:

املا کی اہمیت اور اس کے ادبی اثرات پر روشنی ڈالیے۔

یا

لہجہ اور تلفظ کی درست گفتگو کو کس طرح موثر بناتی ہے؟ وضاحت کیجیے۔

10

سوال نمبر 2:

رموزِ اوقاف کی اہمیت بیان کرتے ہوئے مثالیں دیجیے۔

یا

(ب) قواعد کی ضرورت و افادیت پر مختصر مگر جامع نوٹ لکھیے۔

10

سوال نمبر 3:

مندرجہ ذیل میں سے کسی دو پر مختصر نوٹ لکھیے:

(الف) زبانی مواصلات کی خصوصیات

(ب) غیر زبانی مواصلات کی اہمیت

(ج) موثر گفتگو کے اصول

260318

RIZVI EDUCATIONS SOCIETY'S

NASC 1226

RIZVI COLLEGE OF ARTS, SCIENCE & COMMERCE, BANDRA(W), MUMBAI

NEP – 2020 – END OF SEMESTER EXAMINATION – A / Y : 2025 – 26

Paper : FOUNDATION AND EXPLORATION OF PERFORMING AND FINE ARTS
Credits : 02 **Max Marks : 30** **Max Time : 1 hr**
Class : FYBA / BSC / BCOM / BMS / BBI / BAF / BAMMC / CS / IT **SEM : II**

Q.1. Multiple Choice Questions : [06]

1. The ancient Indian treatise on performing arts, "Natya Shastra," was articulated by _____.
(Kalidasa, Sage Bharata, Tulsidas)
2. _____ is NOT a primary element of performing arts as per the foundation modules.
(Digital Marketing, Abhinaya, Raga)
3. The traditional folk dance "Lavani" belongs to _____.
(Punjab, Gujarat, Maharashtra)
4. _____ civilization is credited for the earliest roots of Indian artistry.
(Indus Valley, Roman, Egyptian)
5. Modern Indian performing arts that blend traditional forms with global influences is known as _____.
(Ritualistic Arts, Ancient Arts, Fusion Arts)
6. The career path specifically mentioned under Performing Arts is _____.
(Chemical Engineering, Script Interpretation and Scene Study, Civil Services)

Q2. Attempt any 2 out of 4 (3 marks each) [06]

1. Define "Natya" as per the ancient Indian traditions.
2. Briefly explain the role of Rhythm (Tala) and Melody (Raga) in a performance.
3. How do performing arts act as a vehicle for Spiritual Connection?
4. State the importance of Voice Modulation in enhancing a performance.

Q3. Attempt any 2 out of 4 (3 marks each) [06]

1. What is the significance of Character Development in drama?
2. Briefly explain the concept of Improvisation Skills for an artist.
3. Define Emotional Exploration and its role in "Abhinaya" (expression).
4. List two career options available specifically in the field of Performing Arts.

Q4. Attempt any 2 out of 4 (3 marks each) [06]

1. Describe the impact of aesthetic art on Sacred Architecture (temples/monuments).
2. Name and briefly describe any two Folk or Tribal art forms of India.
3. Why is the Revival and Preservation of ancient Indian art necessary today?
4. How did the Indus Valley Civilization contribute to the early foundations of Indian art?

Q5. Attempt any 2 out of 4 (3 marks each) [06]

1. Discuss one major Modern Trend currently seen in Indian Art.
2. Name two Eminent Contemporary Artists of India.
3. Explain how Digital Platforms have created new opportunities for modern artists.
4. Identify three diverse Career Options in Fine Arts.

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Programme Name (With Year): FY-DLLE

NASC/226

Semester: II

Max Time: 01 hour

Max Marks: 30

Title of the paper : Extension Work

Credits: 02

1. Fill in the blanks by choosing correct alternative given in the bracket. (6 Marks)

- i) _____ is a basic consumer right. (Right to vote / Right to choose)
- ii) Awareness and education together create a _____ society. (careless / progressive)
- iii) An old age home is a place where _____ (children study /old people live and get care)
- iv) Sunita Williams is famous for her work as a/an _____ (doctor / astronaut)
- v) Education helps women become more _____ (silent / confident)
- vi) In the Vedic Period, women were given _____ (no rights /equal respect and education)

2. Write short notes on any two of the following. 6 marks

- i) Impact of child labour on the health of children.
- ii) Position of women in Vedic period.
- iii) Basic consumer rights under the Consumer Protection Act 2019.
- iv) Achievements of women in India and mention any two famous personalities.

3. Answer in detail on any three of the following. 18 marks

- i) Causes of child labour.
- ii) Notable Indian women achievers.
- iii) Definition and benefits of old age homes.
- iv) Rights of Consumers under the Consumer Protection Act,2019.
- v) Current status of women in India.

THE END

2-60318

RIZVI COLLEGE OF ARTS , SCIENCE AND COMMERCE

NASC1226

NSS

FYBCOM Sem-II

Duration:1 hour

Max marks:30

Q1. Rewrite the following by choosing the correct options given below

(6 marks)

1. What is the main focus of SDG 17?

- a) Partnerships for the Goals
- b) Peace, Justice, and Strong Institutions
- c) Reduced Inequalities
- d) Sustainable Cities and Communities

2. Socio-economic survey is conducted to understand:

- a) Weather conditions
- b) Social and economic conditions
- c) Student attendance
- d) Exam pattern

3. Which of the following is a key recommendation for promoting partnership?

- a) Foster global cooperation
- b) Drive transitions in key sectors
- c) Engage stakeholder
- d) All of the above

4. Nature camp helps in promoting:

- a) Environmental awareness
- b) Computer skills
- c) Office work
- d) Exam preparation

5. Which value is essential for fostering individual growth?

- a) Responsibility
- b) Gratitude
- c) Critical thinking
- d) All of the above

6. Environmental education mainly teaches about:

- a) Business laws
- b) Protection of environment
- c) Banking system
- d) Taxation

Q2. Write Short Notes (Any 2 out of 4)

(6 marks)

1. Financial literacy in Slums
2. Tree Plantation Drive (purpose, activities)
3. Importance of Ethics for Youth
4. Objectives of Camp in Rural Areas

Q3. Answer the following (Any 3 out of 5)

(18marks)

1. What are the activities Conducted in Personality Development?
2. Explain Shramdaan and its significance in Social development.
3. Define leadership and explain the qualities of good leader.
4. Explain the following in relation to conducting a Rally-
 - (a) Objectives and Theme of a Rally
 - (b) Planning Rally
5. Explain the steps involved in organising Blood donation camp?

NCC

260318

[Time : One Hour]

NABC1226

[Marks : 30]

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

1. Answer any two of the following [10]
 - 1) What is Magnetic Variation (Declination), and why is it important for navigation?
 - 2) Explain the concept of a grid reference and the specific steps required to interpret a six-digit grid reference on a map?
 - 3) What is the definition of scale, and what are the different ways it can be displayed or communicated on a map?
 2. Answer any two of the following [10]
 - 1) What are the key elements of a successful Public Speaking?
 - 2) What are the "Dos and Don'ts" of a Group Discussion?
 - 3) Identify four Leadership Traits that contribute most to team morale.
 3. Can you describe your journey in the NCC and share the key lessons or skills you gained from it? [10]
-

External Examination**Minor****Class:** F.Y.BAMMC/Semester-II**Subject:** The over view of Print Production**Time:** 1.00 Hour |**Total Marks:** 30

N.B.

1. Attempt any 02 Questions out of 03
2. Figures to the right indicate full marks.

Question 1Answer the following (any **two**)**15 marks.**

- (a) Discuss the significance of Johannes Gutenberg's invention of the printing press.
- (b) Determine the difference between web-coated and soft-coated papers.
- C) Explain the importance of selecting a high-quality master template in mass printing flexible intra-mass printing plates.

Question 2Answer the following (any **two**)**15 marks.**

- (a) Explain the concept of half-toning and why it is an essential technique in the printing process.
- (b) Discuss the impact of viewing distance on DPI and LPI selection for print jobs.
- C) Define "progressive content" in the context of digital print production and explain its benefits for personalised printing

Question 3Answer the following (any **two**)**15 marks.**

- (a) Explain the importance of choosing an appropriate colour-space for different types of print projects.
- (b) In the context of colour printing, discuss the importance of colour accuracy and colour matching.
- (c) Explain the evolution of print technology from traditional printing methods to digital printing.

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION (BAMMC)
END OF SECOND SEMESTER EXAMINATION MARCH 2026

MAJOR : BASICS OF RADIO & TELEVISION

DURATION: 1 Hrs.

CLASS : FYBAMMC

Marks: 30

NB: a) Attempt any **two** questions from Q1 to Q3.

b) All questions carry equal marks.

c) Figures to the right indicate full marks.

Q1 (15 Marks)

- a) Explain the developmental and educational role of All India Radio and community radio. (7.5)
- b) Describe the growth of DTH and niche television channels in India. (7.5)

Q2 (15 Marks)

- a) Discuss the importance of interview techniques in radio and television. (7.5)
- b) Explain how panel discussions influence public opinion. (7.5)

Q3 (15 Marks)

- a) Analyze the impact of mobile technology and social media on television and radio. (7.5)
- b) Describe the concept and importance of digital storytelling and web series. (7.5)

F7

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION (BAMMC)
END OF SECOND SEMESTER EXAMINATION MARCH 2026

MAJOR : Introduction to New Media

DURATION: 1 Hrs.

CLASS : FYBAMMC

Marks: 30

NB: (a) Attempt any **two** questions from Q1 to Q3.

(b) Figures to the right indicate full marks.

Q1 (15 Marks)

a) Explain the scope and importance of New Media in the digital age. (7.5)

b) Discuss the role of interactive and user-generated content in New Media platforms. (7.5)

Q2 (15 Marks)

a) Explain the applications of Artificial Intelligence in automated newsrooms and chatbots. (7.5)

b) Discuss the use of AR/VR in news, advertising, and virtual experiences. (7.5)

Q3 (15 Marks)

a) Describe the role of IoT in smart content delivery and personalized advertising. (7.5)

b) Explain the importance of analytics and audience insights in digital media decision-making. (7.5)

External Examination

Minor

Class: F.Y.BAMMC/Semester-II

Subject: History of Media

Time: 1.00 Hour |

Total Marks: 30

N.B.

1. All Questions are compulsory.

2. Figures to the right indicate full marks.

1) Evaluate the role of digital platforms in the emergence of Indian brands in recent years. How have set-ups leveraged these platforms for marketing and brand building? **(10)**

2) Examine the significance of Radio in India. **(10)**

OR

Describe the contributions of John Grierson to the documentary genre and explain the concept of creative treatment of actuality.

3) Write Short Note on any 2 Topics **(10)**

1. Public relations

2. IMC

3. Digital media.

External Examination

~~2022~~ O.E.

Class: F.Y.BAMMC/Semester-II

Subject: Leadership in Management

Time: 1.00 Hour |

Total Marks: 30

N.B.

1. All Questions are compulsory.
2. Figures to the right indicate full marks.

Case Study

(10)

An international non-profit organization, "Empower Youth," focuses on training young leaders to address local social issues in underdeveloped communities. Recently, the organization launched a youth leadership program in a rural region where access to clean water is scarce. A 21-year-old participant, Sanya, has taken the lead on a project to build low-cost water filtration systems for her village.

Questions:

1. Why is leadership training important for young people like Sanya in addressing social issues?
2. How does Sanya's youth leadership influence her ability to engage and mobilize the local community?
3. How can Sanya's success in providing clean water to her community serve as a model for other young leaders involved in social leadership initiatives?
4. What kind of leadership training or support might enhance Sanya's effectiveness in this project?

Q 2. Answer the following (any one)

(10)

- A. Can a leader use both Transformational and Transactional leadership styles?
- B. Discuss the different facets from Transactional leadership and Transformational leadership.

Q 3. Answer the following (any one)

(10)

- A) Explain why critical thinking and problem-solving are essential skills for leadership. How do these skills influence a leader's ability to make decisions, innovate and meet challenges?
- B. Evaluate how adaptability as a leadership trait impacts long-term organizational success

BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION (BAMMC)
END OF SECOND SEMESTER EXAMINATION MARCH 2026

OE : Marketing Mix - II

DURATION: 1 Hrs.

CLASS : FYBAMMC

Marks: 30

NB: (a) Question No. 1 is compulsory.

(b) Attempt any one option from Q2 and Q3.

(c) Figures to the right indicate full marks.

Q1. Case Study (10 Marks)

A company manufacturing reusable steel water bottles initially sold products only in metro cities through large retail stores. Later, it expanded distribution to small towns through wholesalers and retailers. At the same time, the company started social media campaigns and festival discounts.

Answer the following:

- a) Explain the importance of expanding distribution channels for market growth. (5)
b) Analyze the role of social media and sales promotion in improving demand. (5)

Q2. (Any One) (10 Marks)

- A) Explain the functions of distribution channels in marketing. (10)

OR

- B) Discuss the importance of physical distribution in a developing country like India. (10)

Q3. (Any One) (10 Marks)

- A) Explain the factors affecting the promotion mix. (10)

OR

- B) Discuss different types of sales promotion used by companies. (10)

**BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF SECOND SEMESTER EXAMINATION MARCH 2026**

Subject: Translation Skills

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) Elaborate on the Communicative Translation? Explain its characteristics.

OR

2) What is free translation, and how does it differ from more literal translation methods?

Q.2: Answer the following questions. (any 1) [10]

3) Explain what ethical considerations must a translator keep in mind while translating sensitive materials, such as legal or medical texts?

OR

4) Who is a Translator? What are the key linguistic skills required for a translator to work effectively between two languages?

Q.3: Answer the following questions. (any 1) [10]

5) What role does visual imagery play in adapting literature into film??

OR

6) Elaborate why the demand for multilingual content increasing in fields like e-commerce, social media, and entertainment.

F7

**BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF SECOND SEMESTER EXAMINATION MARCH 2026**

Subject: Introduction to Computers II

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]

A. Explain in detail the steps to create text-based logo in Illustrator.

OR

B. Write short note on the types of filters in Adobe Photoshop?

Q.2: Answer the following questions. (any 1) [10]

C. How to make a newspaper template in InDesign?

OR

D. Trace the importance and process of applying font color in Dreamweaver.

Q.3: Answer the following questions. (any 1) [10]

E. Explain the steps for creating professional design using all the tools in photoshop.

OR

F. Explain the importance of Color Grading in Adobe Premiere Pro with the help of an example.

**BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF SECOND SEMESTER EXAMINATION MARCH 2026**

Subject: Environmental Management & Sustainable Development

Duration: 60 minutes

Marks: 30

**NB: (a) Attempt any 3 out of 4
(b) Figures to the right**

Attempt any 3 out of 4

(10 Marks each)

- 1) Discuss on the global problem of water pollution.
- 2) What is Sustainable Development? Explain with special reference to the sustainable development goals.
- 3) Briefly discuss on some of the most important international convention related to environmental care.
- 4) Deliberate on the problem of thermal and radioactive pollution.