

External Examination

SYBAMMC / Semester IV / Subject Code: EM 401

Subject: Electronic Media

N.B. 1. All the questions are compulsory

Time: 150 Minutes

2. Figures to the right indicate full mark

Total marks: [75 Marks]

Q.1. Define the following terms in 2-3 sentences: (Any 5) [15]

- News Anchor
- Akash Vani
- Community Radio
- BARC
- Fact checking
- Web series
- Private FM

Q.2.A: Explain with the help of example the changes in attitude and behavior of the children due to TV ads. [8]

Q.2.B: Explain in detail educational radio in India. [7]

OR

Q.2.C: Explain in detail the landmark initiatives in development communication using TV. [8]

Q.2.D: Explain in detail idea generation in scripting for radio and TV. [7]

Q.3.A: Write short notes on: [8]

- Telephone Radio Authority of India
- Digital Story telling

Q.3.B: Explain the evolution and growth of private satellite TV channels in India. [7]

OR

Q.3.C: Write short notes on: [8]

- 24 x 7 news broadcast
- Audience effectiveness

Q.3.D: Discuss the features of electronic media. [7]

Q.4.A: Describe in detail the emerging trends in electronic media with reference to OTT platforms. [8]

Q.4.B: Describe in detail various formats of television shows. [7]

OR

Q.4.C: Explain in detail dumbing down of news. [8]

Q.4.D: Discuss the importance of regional tv/radio channels in India. [7]

Q.5: Write short notes on: (Any 3) [15]

1. Role of Media in development
2. Types of audience
3. Trends in regional channels
4. Competition of TRP
5. Digital Audio Broadcasting
6. Growth and evolution of TV abroad

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

Q) 1 Write short note of any 03 (Each carry 5 marks) (15)

A	News Sense
B	Type of editorials
C	Radio Jockeying
D	Basic structure for an Effective Marketing video
E	Types of Fake news

Q2) Write Any Two Questions (15)

A) Beyond newsworthiness: Discuss the ethical considerations journalists face when selecting stories for print media. (08)

B) Explain the role of a radio jockey and discuss new trends in online radio. (07)

OR

C) Explore the growing importance of online streaming platforms. How is writing for television shows evolving to cater to these new audiences? (08)

D) Describe the steps and elements involved in writing editorials, features, and reviews. (07)

Q3) Write Any Two Questions (15)

A) Blogging as a platform for self-expression and social commentary. How can writers cultivate a strong personal brand through their blog? (08)

B) Explain the basic tools of writing in journalism. (07)

OR

C) What are the challenges, strengths, and weaknesses of writing for broadcast media? (08)

D) Blogging as a platform for self-expression and social commentary. How can writers cultivate a strong personal brand through their blog? (07)

Q4) Write Any One Questions (15)

A) Explain on the six tips to write for magazines.

OR

B) The rise of social media influencers: How can writers leverage social media platforms like Instagram or Twitter to build a following and promote their work?

Q5) Write short notes on any 3 (Each carrying 5 marks) (15)

A	Corporate blogging
B	The Gutenberg Principle
C	Types of leads
D	Tips for Television interview
E	Stylebook usage in India

Note: All Questions are compulsory having internal choices.
Figures to the right indicate full marks.

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

(15)

A	Section 66A
B	Section 67
C	IPC 292
D	LGBT
E	Article 19 (1) (a)
F	IBF
G	IPR
H	Defamation

Q2) Write Any Two Questions

(15)

A) What is the importance of constitutions in the Indian legal system?

(08)

B) What is ethics? And why do we need ethics?

(07)

C) Techniques of fact verification in Fake News?

(08)

D) Write Information Technology Act, 2000 Amendment 2008?

(07)

Q3) Write Any Two Questions

(15)

A) What are the functions of the Press Council of India?

(08)

B) Write a note on Contempt of court give example?

(07)

C) Explain the importance of Press Council of India?

(08)

D) Write a note on Right to Privacy?

(07)

Q4) Write Any One Questions

(15)

A) Long note on Ethical responsibility of journalist?

OR

B) Long note on Judicial Infrastructure of India?

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

(15)

- A) ASCI
- B) Copy writing
- C) Telecom Regulatory Authority of India?
- D) Gender Based Ethics?
- E) Right to Information Act, 2005?

CLASS S.Y.B.M.M.C SEMESTER (IV) SUBJECT CODE MMR-404

SUBJECT: MASS MEDIA RESEARCH

MARKS: 75

DURATION: 2:30 HOURS

Note: All Questions are compulsory having internal choices.

A mark on the right indicates full marks.

- Q) 1 Explain the following concepts write any 5
(Each concept is carrying 3 marks)

(15)

A	What is tabulation?
B	What is scientific research?
C	Explain research is a systematic process
D	Measurement scales
E	Random sampling
F	Central editing
G	Conceptual analysis
H	What do you mean by reach?

- Q2) Write Any Two Questions

(15)

A) Explain signifier and signified with proper example

(08)

B) What is the content analysis

(07)

C) What are the stages in processing of data

(08)

D) Types of measurement scales

(07)

- Q3) Write Any Two Questions

(15)

A) What are the important objectives of research ?

(08)

B) Discuss the importance of hypothesis in media research

(07)

C) Explain the C R design

(08)

D) What are the stages in processing of data?

(07)

- Q4) Write Any One Questions

(15)

A) Long note what are the different types of Print media research study explain in details

OR

B) Long note what is Questionnaire, Explain the structure of Questionnaire

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

(15)

A) Relational analysis

B) What is semiotics?

C) Research report

D) What is copy tasting?

E) Sampling

COURSE AND SEMESTER (S.Y.B.M.M.C IV) B.A.M.M.C
SUBJECT: FILM COMMUNICATION-II

MARKS: 75

DUR: 2:30 HOURS

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

Q) 1 Write short note of any 03 film directors of Indian film industry (Each carry 5 marks) (15)

A	K. Balachander
B	Vidhu Vinod Chopra
C	V. Shantaram
D	Ritwik Ghatak
E	Anuraag Basu

Q2) Write Any Two Questions

A) Compare and contrast the portrayal of social issues in two films from different cultural backgrounds. How do the films' contexts influence their approaches to these issues? (08)

B) Write about the economic contribution of India cinema. (07)

OR

C) Write in brief about Satyajit Ray and his contribution towards Indian cinema. (08)

D) What do you understand by "Film is a reflection of society, both present and past". Explain in your own words. (07)

Q3) Write Any Two Questions

A) Analyze the use of sound design and music in a specific film to create suspense or emotional impact. How do these elements work together with the visuals to enhance the storytelling? (08)

B) Explain in detail the stages of filmmaking. (07)

OR

C) Write about the journey and contribution of V. Shantaram in the film industry. (08)

D) How can film advertising and marketing campaigns be strategically designed to target specific audiences? Choose a particular film genre and design a marketing campaign that leverages traditional and new media platforms. (07)

Q4) Write Any One Questions (15)

A) Explain in detail about any five departments and their role in film & television production.

OR

B) The concept of the "auteur" has been debated in film theory. Choose a renowned director and analyze their body of work, identifying stylistic elements or thematic concerns that make their films recognizable as their own.

Q5) Write short notes on any 3 (Each carrying 5 marks) (15)

A	CBFC (Central Board of Film Certification)
B	National Film Archives of India
C	Any three-film genres
D	Emergence of OTT
E	Digital Explosion

**COURSE AND SEMESTER (S.Y.B.M.M.C IV) B.A.M.M.C
SUBJECT: COMPUTER MULTIMEDIA**

MARKS: 75

DUR: 2:30 HOURS

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

Q1) Explain the following concept. (Any 5) (15 marks)

- 1) Dream weaver Template
- 2) Resizing an images
- 3) Measurement tools in image effect
- 4) Rectangle frame tool
- 5) Distort and transformation effect
- 6) Importing files in illustrator
- 7) Histogram in Lumetri scope
- 8) File formats illustrator can import.

Q2) Answer the following (Any 2) (15 marks)

- 1) Explain the concept of characters and paragraph bars. (8)
- 2) What are the advantages of a adobe Dreamweaver? (7)

OR

- 3) Explain the tools of premiere pro. (8)
- 4) Explain the importance of editing. (7)

Q3) Answer the following (Any 2) (15 marks)

- 1) What are the types of layer blending modes? (8)
- 2) Explain any seven tools used in Photoshop (7)

OR

- 3) Explain the importance of color grading. (8)
- 4) Define website in Dreamweaver. (7)

Q4) Answer the following (Any 1) (15 marks)

- 1) Explain the benefits of using InDesign

OR

- 2) What are the steps of creating a website with Adobe Dreamweaver

Q5) Write short notes on: (Any 3)

(15 marks)

- 1) Embedded Images
- 2) Move and selection tools
- 3) Types of export in Illustrator
- 4) What does colour rendering mean?
- 5) Advantages of CSS Layouts.