

**Bachelor of Arts (Mass Media) Examination:
November/December - 2022**

Day & Date	Semester	Subject Name	Time	Code	Marks
Monday 05-12-2022	III (Fresh/ Repeater)	Basics of Advertising	11:00 AM To 01:30 PM	3012	75

Instructions: 1) Attempt any five questions.
2) All questions carry equal marks.

- Q.1 Write a note on new media used for advertising in recent times. 15
- Q.2 Write a note on classification of advertising on the basis of media and area. 15
- Q.3 What measures can be taken to enhance impact of advertising in rural India? 15
- Q.4 Write a note on different departments in advertising agencies. 15
- Q.5 Write a note on impact of television advertising on different age groups in society. 15
- Q.6 Explain the various different types of ad agencies popular in India. 15
- Q.7 Write short notes: (Any Two) 15
- a) Consumer advertising
 - b) Retail advertising
 - c) Financial advertising

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**Bachelor of Arts in Mass Media Examination:
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Day & Date	Semester	Subject Name	Time	Code	Marks
Wednesday 30-11-2022	III (Fresh Repeater)	Fundamentals of Public Relations	11:00 AM To 01:30 PM	3013	75

Instructions: 1. Answer any five questions.
2. All questions carry equal marks.

- Q.1 What is the difference between PR & Publicity? 15
- Q.2 What is Internal and External PR? Mention in details. 15
- Q.3 Mention in brief media and non-media tools that should be used by PR. 15
- Q.4 Explain the process of Organising a press conference. 15
- Q.5 How the usage of PR has changed from traditional media to electronic media. 15
- Q.6 Explain the various role of PR towards different sectors. 15
- Q.7 Write short notes: (Any 2) 15
- a) Role of PR for Social Media
 - b) Types of PR
 - c) Corporate Image Management

Day & Date	Semester	Subject Name	Time	Code	Marks
Saturday 16/11/2019	III (Fresh)	Fundamentals of Public Relations	11.00 AM to 01.30 PM	3003	75

Instruction:

I) Answer any five from the following

II) All questions carry 15 marks each

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- Q.1. What is Public Relations? State the reason for growth in Public Relation. 15
- Q.2. Write a note on nature of public relation practice. 15
- Q.3. Write a note on Traditional PR VS Digital PR. 15
- Q.4. Write a History of PR in Modern worlds. 15
- Q.5. What is Crisis? Explain the process of handling a crisis. 15
- Q.6. Explain in details different tools of Public relation 15
- Q.7. Write short notes: (any two) 15
- a) Corporate Public Relation.
- b) Internal PR
- c) Public Relation VS Publicity.

Bachelor of Arts (Mass Media) Examination: November - 2022

Day & Date	Semester	Subject Name	Time	Code	Marks
Friday 25-11-2022	III (Fresh/ Repeater)	Introduction to Print Media	11:00 AM To 01:30 PM	3011	75

Instructions: 1. Answer any five questions.
2. All questions carry equal marks.

- Q.1 Explain the concept of Newspaper and its types. 15
- Q.2 Explain the types of Journalism in detail. 15
- Q.3 What are features? and explain the types of features. 15
- Q.4 Write a film review of your own choice. 15
- Q.5 Explain an evolution of Print Media. 15
- Q.6 Difference between the Print Media and Electronic media. 15
- Q.7 Write short notes: (Any 2) 15
- a) Investigate Journalism
 - b) Cannons of Journalism
 - c) Hard News Vs Soft News

Day & Date	Semester	Subject Name	Time	Code	Marks
Thursday 14/11/2019	III (Fresh)	Introduction to Print Media	11.00 AM To 01.30 PM	3001	75

NOTE:

- Attempt any 5 of the following 7 questions.
- All questions carry equal marks.

- Q.1 Explain in brief the role technology in media. (15)
- Q.2 What are features? Mention in brief the type of features (15)
- Q.3 Differentiate between in Print media and Electronic media. (15)
- Q.4 Explain various niche (specializations) of Journalism in detail (15)
- Q.5 Elaborate on the history and evolution of print media in India (15)
- Q.6 Write a film review on movie of your own choice (15)
- Q.7 Write short notes on- (Any 3) (15)
- A) News values
- B) Hard news vs Soft news
- C) Sports Journalism

Bachelor of Arts Mass Media (BAMM) Examination Nov/Dec 2022

Day & Date	Semester	Subject Name	Time	Code	Marks
Tuesday, 6/12/2022	VII	Introduction of cinema	11.00am to 2.00pm	3021	100

Instructions- Solve 6 sets of questions.
Question 1st and 2nd is compulsory.

Q.1 A. Define following terms 10

- i) SWA
- ii) Docu drama genre
- iii) censorship
- iv) establishment shot
- v) U/A certificate

B. Fill in the blanks 10

i) _____ will help you organize all the people, places, and other external factors (like time of day, weather, set location permissions) that are required for each shoot.

A Creating a production schedule B) Production chargesheet C) budget D) Branding

ii) _____ can affect us emotionally, psychologically and even physically, often without us becoming aware.

A Color B) Advertising C) Media Planner D) Creative

iii) Brahmastra is example of _____ genre

A) SIFI B) romcom C) Mythological D) history

iv) With the explosion of color in film, a new approach to the movie _____ has to be created

A) color palette B) RGY C) RBY D) RGB

v) The production stage, also known as _____
A) Media planner B) principal photography C) schedule D) promotion

- Q.2 A. Explain the role of censor board 10
B. Write short note on short film. 10
- Q.3 A. Write in details about any three – 08
i) film genres ii) three stages of film making, iii) Kinetoscope parlors, iv) colour era in Indian cinema
B. Write short note on any two 07
i) satyajit ray, ii) Prithviraj Kapoor, iii) Prabhat Film company, iv) Dadasaheb Falke
- Q.4 A. Write about silent era in cinema 08
B. Write about movie Do Aankhe Baraha Haath Or Lagan 07
- Q.5 A. Discuss importance of camera angles 08
B. Discuss VFX in cinema with example 07
- Q.6 A. Write in short about film festivals and their importance 08
B. Write a note on – 07
i) music and Indian cinema, ii) Marathi film industry and its role in Indian cinema
- Q.7 A. Write movie review of any of following 08
i) Hum Saath Saath Hai
ii) Dangal
iii) Sinhasan (Marathi movie)
B. Discuss any Indian film director's style of film making 07

(3) (22)

Day & Date	Semester	Subject Name	Time	Code	Marks
Saturday 23/03/2019	III (Repeater)	Basics of Advertising	02.30 PM To 05.00 PM	3002	75

Instruction:

- i) All questions carry equal marks
- ii) Attempt any five questions

-
- 1) Explain the various advantages and disadvantages of Out of home advertising. 15
 - 2) Explain the classification of Advertising on the basis of Media and Audience. 15
 - 3) Mention in brief the various departments in an advertising agency. 15
 - 4) What are the advantages of television, radio, newspaper and magazine advertising? 15
 - 5) Explain the evolution and growth of advertising in detail. 15
 - 6) Define advertising agency and mention the various functions of advertising agencies. 15
 - 7) Short note on any 3 15
 - a) Retail Advertising
 - b) Financial Advertising
 - c) Internet Advertising
 - d) Political Advertising

Day & Date	Semester	Subject Name	Time	Code	Marks
Friday 15/11/2019	III (Fresh)	Basics of Advertising	11.00 AM To 01.30 PM	3002	75

Instruction:

- I) Answer any five from the following
- II) All questions carry 15 marks each

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- Q.1. Write a note on growth and evolution of advertising.
 - Q.2. Write a note on classification of advertising on the basis of media and advertisers.
 - Q.3. Write a note on scope of advertising in rural India?
 - Q.4. Write a note on different departments in advertising agencies.
 - Q.5. Write a note on impact of radio advertising on Youth.
 - Q.6. State and explain challenges faced by advertisers in India in the era of globalization.
 - Q.7. Write short notes: (any two)
 - a) Social advertising
 - b) Comparative advertising
 - c) Political advertising

SHREEMATI NATHIBAI DAMODAR THACKERSEY WOMEN'S UNIVERSITY
SHAHID VIRPATNI LAXMI MAHAVIDYALAY, TITAVE
Bachelor of Mass Media (BMM)
Part-II SEM-III, Examination: Nov.-2019

Day & Date	Semester	Subject Name	Time	Code	Marks
Monday 18/11/2019	III	Visual Communication &Photography	11.00am to 01.30pm	3004	75

Instructions: I) All Questions carry equal Marks

II) Attempt any Five Questions

- Q. 1 Explain Visual Communication and Visual Perception Write about Visual Art {15}
- Q. 2) Write in Details about Elements and Principles of Design {15}
- Q. 3) Describe Various Types Of Camera. Write in Short about Focal Length {15}
- Q. 4) Evaluate Modes of Camera {15}
- Q. 5 Explain Camera Angles and Moments {15}
- Q. 6) How Many Types of Filters? Explain {15}
- Q. 7) Write short notes. {15}
- a) Tripod
 - b) Visual Literacy
 - c) Auto And Manual Focus

Bachelor of Arts Mass Media (BAMM) Examination Nov-Dec 2022

Day & Date	Semester	Subject Name	Time	Code	Marks
Thursday, 02/12/2022	IV	Visual communication and photography	11:00am To 2:00 pm	3014	100

Instructions- Solve 6 sets of questions.
Question 1st and 2nd is compulsory.

Q.1 A. Define following terms

10

- i) Aperture
- ii) Tripod
- iii) Kit Lenses
- iv) UV/Clear/Haze Filter
- v) Prime lenses

B. Fill in the blanks

10

i) Rules of third.....

- | | |
|-------------------------|----------------------|
| A. Camera handling rule | B. Composition rule |
| C. Rules of lighting | D. none of the above |

ii) What Are the Elements of the Exposure Triangle?

- | | |
|---|--------------------------------------|
| a) Aperture – White Balance – Shutter Speed | b) Shutter Speed – ISO – Camera Mode |
| c) Aperture – ISO – Shutter Speed | d) ISO – White Balance – Flash Power |

iii) What Is Aperture Measured In?

- | | |
|------------|--------------|
| a) Spots | b) Fractions |
| c) F-stops | d) Inches |

iv) In which types of lens has fixed focal length ?

- | | |
|----------------|-------------------|
| a) Zoom Lens | b) Telephoto Lens |
| c) Normal Lens | d) Prime Lens |

v) What three colors are processed by digital camera in order to produce an image?

- | | |
|-------------------------|-----------------------------|
| a) Black, White and Red | b) Blue, Green, Yellow |
| c) Red, Green and Blue | d) Cyan, Magenta and Yellow |

Q.2	A.	Basic types of Camera Lenses.	10
	B.	What is Manual Focus and Auto Focus and advantage and disadvantage	10
Q.3	A.	What is photojournalism and types of photojournalism?	08
	B.	What are F-Stop and F-Number ?	07
Q.4	A.	Explain type of camera memory card	08
	B.	Describe Zoom Lenses	07
Q.5	A.	Difference between outdoor and indoor photography	08
	B.	What is still life photography ?	07
Q.6	A.	Explain principles of design and how to use them	08
	B.	Why is composition important in photography	07
Q.7	A.	Explain Digital SLR Cameras and Mirror less Cameras ?	08
	B.	What is color theory? And Explain Additive and subtractive color models	07

Day & Date	Semester	Subject Name	Time	Code	Marks
Tuesday 19/11/2019	III (Fresh)	Introduction to Cinema	11.00 AM To 01.30 PM	3005	75

Instruction:

- I) All questions carry equal marks
- II) Attempt any five questions

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- | | |
|--|----|
| Q.1 Discuss the different eras of Indian cinema | 15 |
| Q.2 Elaborate on the stages of film production | 15 |
| Q.3 Explain the contribution of regional cinema in India | 15 |
| Q.4 Discuss the impact of digital technology on film making. | 15 |
| Q.5 Write a review of a recently released Bollywood film. | 15 |
| Q.6 Explain any five film genres in detail | 15 |
| Q.7 Write short notes on: (Any 2) | 15 |
| a. IMPPA | |
| b. Documentary | |
| c. Box Office | |