

Day and Date	Part	Subject Name	Time	Code	Marks
Wednesday 25/04/2019	II	Events management	11.00 AM TO 1.30 PM	2004	75

Instructions: All questions are compulsory.

Section - I

Q.1 A) Fill in the blanks:

05

- Discipline is understood to mean ----- in day to day life.
- Production, Sales are at ----- level management.
- Sum of all individual goals forms the overall goal of the -----
- utilizes the internet to deliver messages via computer, smart TV, tablets and mobile devices.
- events commonly run by enthusiastic local committees or non- profit organizations to serve a charitable cause.

Q.1 B) State True or False

05

- Staffing is concerned with employing people for various activities to be performed.
- Worsen employee motivation is advantages of MBO
- Radio is a relatively inexpensive way to reach an audience
- "Taking the message to the streets" is called as Grassroots Marketing.
- M.I.C.F. means Meetings, Incentives, conventions and Exhibitions.

Q.2 A) Choose correct answers from options (Single Ans.)

05

- is the second step for management process. organizing
 - Planning
 - staffing
 - Directing
 - controlling
- is disadvantage of line organization. Over loading
 - over loading
 - unity of control
 - Discipline
 - Simplicity
- is the last process of event management. Event day management
 - Event Marketing
 - Selecting and event
 - Delegation
 - Event day management
- is feature of event management. Creative process
 - Publicity
 - Paid advertising
 - Creative process
 - none of these
- is the key function for motivation. Job satisfaction
 - Withering
 - Job satisfaction
 - Irresponsibility
 - None of the above

SHREEMATI NATHIBAI DAMODAR THACKERSEY WOMEN'S UNIVERSITY
SHAHID VIRPATNI LAXMI MAHAVIDYALAY, TITAVE

Bachelor of Arts (Mass Media)

Part - II SEM-II, Examination: April.-2019.

Day and Date	Part	Subject Name	Time	Code	Marks
Wednesday 24/04/2019	II	Introduction to Psychology	11.00 AM TO 1.30 PM	2003	75

Instructions: All questions are compulsory.

Section - I

Q.1 A) Fill in the blanks:

05

- 1) ----- proposed theory of operant conditioning .
- 2) Jean Piaget considered himself a -----
- 3) ----- taste most pronounced when the drops are put at the tip of the tongue.
- 4) Interest is ----- factor for attention.
- 5) ----- is a logical appeal, draws upon the audiences sense of reason using facts, statistics or evidence.

Q.1 B) State True or False

05

- a) Stimulus substitution theory originated with Pavlov.
- b) Schema is an external representation of the world
- c) Repetition is objective factor for attention.
- d) Creative thinker does not possesses high intrinsic motivation and persistence.
- e) Self- objectification is one of the criteria of a mature personality.

Q.2 A) Choose correct answers from options (Single Ans.)

05

- 1) The main cause of individual difference of heredity and -----
a) Society b) Family c) environment d) None of the above
- 2) ----- is the giant organ of human body.
a) Skin b) eye c) tongue d) Lung
- 3) Elements that are closer together will be perceived as coherent object is-----
a) Law of closure b) Law of proximity.
c) Law of similarity d) Law of figure
- 4) ----- is the first stage for memory.
a) Storage b) Retrieval c) Decoding d) Encoding
- 5) For musical intelligence professional profile is -----
a) Sculptor b) dancer c) Singer d) actor

Q.2 B) Choose correct any two answers from options.

10

- 1) Clinical psychology deals with ----- and ----- treatment of individual psychological disorder.
a) Observation and evaluation b) Evaluation and diagnosis
c) Diagnosis and observation d) Cause and Observation
- 2) Heuristic methods include ----- and -----

- a) Algorithm and hill climbing
 c) Hill climbing and sub goals
- 3) ----- and ----- are Freudian components of personality.
 a) Conscious and ID
 c) preconscious and ID
- 4) ----- and ----- are types of persuasion
 a) Self – extension and emotional security
 b) self acceptance and unrealistic perception
 c) Ethos and Logos
 d) Self- extension and hostile human interaction
- 5) ----- and ----- are 3rd and 4th phase of Pornography.
 a) Addiction and Escalation
 b) Desensitization and addiction
 c) Acting out sexually and addiction
 d) Desensitization and Acting out sexually
- b) Algorithm and sub goals
 d) None of these
 b) Id and Ego
 d) Ego and conscious

20

Q.3 Write a short note on following (any Five)

- 1) Psychomotor skill.
- 2) Explain Information and expectation theory.
- 3) Apparent Movement.
- 4) Schema
- 5) James-Lange theory.
- 6) Discuss "Impact of internet on mental health".
- 7) How Print media touches our lives?

Section – II

Instructions: 1) Answer any six questions from the following.
 2) Each question carries five marks.

30

- Q. 4 A) Define attention and explain its characteristics.
 B) Discuss about Stages of memory.
 C) Explain the Taste as sensory process.
 D) Define intelligence and explain its types.
 E) Thinking and problem solving.
 F) Explain three Levels of Awareness
 G) Rules governing the media.
 H) Sigmund Freud :- Psychoanalytic theory
 I) Cyber bullying
 J) Explain: 1) Media influence
 2) Media Bias
 3) public confidence

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Bachelor of Arts (Mass Media)

Part - II SEM-II, Examination: April.-2019.

Day and Date	Part	Subject Name	Time	Code	Marks
Monday 29/04/2019	I	Indian Political & Economic System	11.00 AM TO 1.30 PM	2002	75

Instructions: All questions are compulsory.

Section – I

Q.1 A) Fill in the blanks:

05

- 1) Term of office the Vice – President of India as.....
- 2) The Constituent Assembly held its first meeting on.....
- 3) The inspiration of Liberty, Equality and Faternity was the derived from.....
- 4) proposed the Preamble before the drafting committee of the constitution.
- 5)..... Fundamental Rights are mentioned in the Constitution.

Q.1 B) State True or False

05

- 1) There are 20 fundamental duties included in Indian Constitution.
- 2) U.S.A. Constitution has 7 articles.
- 3) Voter must be 21 years of age.
- 4) Ability of goods and services depends on the availability of producer goods.
- 5) Consumption of goods and services helps in the satisfaction of human wants.

Q.2 A) Choose correct answers from options (Single Ans.)

05

- 1) The voting age was reduced to 18 years from..... years in 1989.
a) 25 b) 21 c) 24 d) None of these
- 2) In U.S. there is a provision ofcitizenship.
a) Single b) Dual c) Both a and b d) None of these.
- 3) In Part..... there are guidelines of aim and objective for governance of the country.
a) VI b) V c) VII d) XI
- 4)announce the date of election of Gram Panchayat.
a) Tahashildar b) Gramsevak c) Sarpanch d) None of these
- 5) The Chief Minister is theexecutive authority of the state government.
a) Real b) Nominative c) both a and b d) None of these.

Q.2 B) Choose correct any two answers from options.

10

- 1) Objective Resolution laid down the andof the

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Q.2 B) Choose correct any two answers from options.

10

- 1) Objective Resolution laid down the andof the

constitutional structure.

- a) Fundamentals
c) Fundamentals and Criticism
- b) Philosophy
d) None of these
- 2) By 42nd constitutional Amendment Act (1976) which added three new words Socialist,....., and
- a) Liberty b) Justice c) Secular d) Integrity
- 3) The act provides for a three tier system of panchayat raj in every state that is Panchayat at the village,..... and Levels.
- a) intermediate b) district c) both a and b d) None of these
- 4) A country's economic or economic system is that society's way of coordinating the production and consumption of and
- a) transportation b) visualization c) goods d) services.
- 5) Which of the following statements are correct?
- a) Free goods are those goods whose supply is more than the demand.
b) Single use goods are those goods, which are used one for all.
c) Both a and b
d) None of these.

Q.3 Write a short note on following (any Five)

20

- 1) Any five salient features of Indian Constitution.
- 2) Judicial powers of president
- 3) Procedure for forming Gram Panchayat
- 4) Income sources of Panchayat Samiti
- 5) Appointment of chief minister.
- 6) Command economy
- 7) Mixed economy

Section – II

Instructions: 1) Answer any six questions from the following.

2) Each question carries five marks.

30

- Q. 4
- 1) Discuss on the powers and functions of the Prime minister.
 - 2) Explain composition and sources of municipaliti.
 - 3) Describe composition of finance commission and their functions.
 - 4) Discuss on Role of Constitution.
 - 5) Explain Veto power of president
 - 6) What is the relation between council of minister and prime minister.
 - 7) Explain oath, term and Salary of Chief minister.
 - 8) Describe the composition and functions of Finance Commission.
 - 9) What are the advantages and disadvantages of a traditional economy and market economy.
 - 10) Explain term
a) Free goods and economic goods
b) Free services and economic services.

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Part - II SEM-II, Examination: April.-2019.

Day and Date	Part	Subject Name	Time	Code	Marks
Wednesday 22/04/2019	II	Environment Studies	11.00 AM TO 1.30 PM	2001	75

Instructions: All questions are compulsory.

Section – I

Q.1 (A) Select correct answer from given alternatives.

(10)

- 1) The blanket of gases and vapours around the earth is known as.
a) Troposphere b) Stratosphere c) Atmosphere d) Ionosphere
- 2) Example of an omnivore is
a) Grasshopper b) Vulture c) Blue whale d) Cockroaches
- 3) The best source of energy in the environment is
a) Soil b) Water c) Ponds d) Trees
- 4) The depletion in the ozone layer is caused by
a) Nitrous Oxide b) Carbon dioxide
c) Chlorofluoro carbon d) methane
- 5) Sound level meter is a device for measuring
a) The noise level b) Intensity of noise
c) Effect of noise d) None of these
- 6) The air prevention and control of pollution Act,
a) 1981 b) 1972 c) 1986 d) 1974
- 7) A biotic is a
a) Living component b) Non living component
c) Both a and b d) None of the above
- 8) Coal is composed of
I) Carbon II)Hydrogen III)O₂ and N₂ IV) Sulphur
a) Only I b) I and II c) All the above d) None of these
- 9) Which one of the following is not an agent of erosion.
a) Weathering b) Water c) ICE d) Wind
- 10) Biodiversity hot spots are recognized on the basis of
a) The no. of endemic species they contain
b) Their proximity to national parks and reserves
c) The degree to which the included species are threatened with extinction
d) Both (b) and (c)

B) Match of the following.

Group A

- a) Fertile soil is lost
- b) Low atmosphere pressure
- c) Measured at Richter Scale
- d) Movement of Rock Waste
- e) Molten material enjected out from

Group B

- 1) Land slide
- 2) Earthquake
- 3) Flood
- 4) Volcanoes
- 5) Cyclones

(05)

C) Select correct answer from given True and False.

(05)

- 1) Red data book has a record of all animal.
- 2) Inversion that occurs near earth surface is called radiation inversion.
- 3) Super phosphate is a complex in organic fertilizer.
- 4) The wildlife (protection) act was passed by Indian Parliament on June 1972 (Sept.)
- 5) Liquefied Natural Gas is the full from of LNG.

Q.2 Answer any two of the following.

(20)

- 1) Define Biodiversity and Discuss methods that can be used to conserve the biodiversity.
- 2) Define water pollution? Discuss different causes of water pollution, what are the effects of water pollution?
- 3) Give salient features of wildlife protection Act of India.

Q.3 Answer any four of the following.

(20)

- 1) Define environment and what is the scope of environment science?
- 2) What is a solid waste? Discuss the method used solid waste management.
- 3) What is the role of an Individual in Conservation of Resources?
- 4) Write the short note on environmental protection Act, 1986.
- 5) Define noise pollution. Give an account of Different sources of noise pollution.

Q.4 Write Short notes any five.

(15)

- 1) Earthquake
- 2) Hot spots of biodiversity
- 3) Ozone depletion
- 4) Human population and the environment
- 5) Genetic diversity
- 6) Desertification

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Part - II SEM-II, Examination: April.-2019.

Day and Date	Part	Subject Name	Time	Code	Marks
Friday 26/04/2019	II	Introduction to Computer	011.00 AM TO 01.30 PM	2005	75

Instructions: All questions are compulsory.

Section - I

Q. 1 A) Fill in the blanks.

05

1. What company made the PowerPoint program?
a) Apple b) Microsoft c) Samsung d) Windows
2. You organize files by storing them in
a.) archives b.) folders c.) indexes d.) lists
3. What is a light pen?
a.) A Mechanical Input device b.) Optical input device
c.) Electronic input device d.) Optical output device
4. DOS stands for
a.) Disk Operating System b.) Disk operating session
c.) Digital Operating System d.) Digital Open system
5. Select the following Odd one
a.) Operating system b.) Interpreter c.) Compiler d.) Assembler

B) State True and false.

05

1. Touch Screen is input only device.
2. The Language that the computer can understand is called Machine Language.
3. Trackball is a input device.
- 4 "MAN" stands for Metropolitan Area Network
5. Paint is Presentation Software

Q.2 A) Write a One Liner Ans.

05

1. Which computer generation the IBM 700 belongs to?
2. Father of "C" programming language
3. ALU and Control Unit jointly known as?
4. Which is the first computer in India?
5. What characteristic of read-only memory (ROM) makes it useful?

Q.2 B) Choose correct any two answers from options

1. Which of the following is a storage devices?
a) Hard Disk b) Monitor c) Pen Drive d) C.P.U.
2. Which of the following is are Input Devices?
a) Monitor b) Scanner c) Joystick d) Speker
3. Which of the following is a type of browser?
a) Word 2013 b) Google Chrome c) Paint d) Internet Explorer
4. Which are the following is a computer language?
a) Ms-Word b) C c) Java d) PowerPoint
5. Which of the following are operating systems?
a) Windows b) Linux c) Photoshop d) None

Q.3 Write a Short Note 100-120 Words (Any Four)

20

1. Operating System
2. Spreadsheet & PowerPoint Main Diff.
3. I-P-O System
4. Antivirus
5. Internet

Section - II

Q. 4 Read the Following questions & write the answers 150-200 words (Any Four) 20

1. The Basic Five Operations of a computer system?
2. Which are Characteristics of Secondary Memory?
3. Discuss the First & Five Generation
4. Discuss the Using Computer Advantages & Disadvantages.
5. Discuss the Network System

Q. 5 Read the Following questions and write the answers 200-250 words (Any One) 10

1. Discuss to all details Block diagram of a computer?
2. Discuss to all details types of Computer?