

Shahid Virpatni Laxmi Mahavidyalay, Titave

Department Of B.A Mass Media

Question Bank

Subject: Basics of Advertising Class: SY BAMB

Module I

1. Define following term : Advertising
 2. Classify advertising media.
 3. Explain Socio-economic effects of advertising
 4. Explain types of advertising
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Module II

1. Explain advertising agency
 2. Write in details about various departments in ad agencies.
 3. Types of ad agencies
 4. Role and functions of ad agencies.
 5. Services provided by ad agency.
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Module III

1. Classify advertising
 2. Explain special purpose advertising
 3. Explain DVAP
 4. Explain Socio advertising and its importance.
 5. Explain various media for advertising.
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Module IV

1. Define following terms: 1. Advertising 2. Ad agencies 3. Socio advertising
2. DVAP Department and its work.
3. Role of advertising agency
4. Evolving trends in advertising

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Question Bank

Subject: Fundamental of Public Relation Class: SY BMM

Module I

1. Write a History of PR in modern world?
 2. What is Public Relation?
 3. State the reason for growth in public relation?
 4. What are the principle of PR?
 5. Writing a short notes on A)Public relation and communication B)Nature And Scope Of PR
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Module II

1. Write a short notes on A)Health and Medical PR B)Internal PR C)External PR
 2. Media Relation Management and strategic Planning.
 3. Explain the various role of PR towards different sectors?
 4. Mention the qualities that a PR Profession must process?
 5. What is crisis? Explain the process of handling a crisis.
 6. Types of PR?
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Module III

1. Explain Image, Reputation, Impression Management a) Corporate Image Management
2. How the Usage of PR has changed from traditional Media to electronic media?
3. What is difference between PR and Publicity?
4. Write a short on a)Role of PR for social Media b)Traditional PR vs. Digital PR c)Changing Trends and risks in forming brand

Module IV

1. Mention in Brief media and non-media tools that should be used by PR
2. Mention in brief the important point to be taken into consideration by a PR while Darting?
3. Explain the process of organizing Press-conference
4. Write a press release a)cosmetics Brand b)Mobile Brand

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Question Bank

Subject: Introduction to Print Media Class: SY BMM

Module I

1. Elaborate History of print Media?
 2. Write about Pre and post Independent of Print Media?
 3. Mention Press during Emergency?
 4. Evolution of printing
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Module II

1. Write about Characteristics of Print media?
 2. Elaborate of advantages and disadvantages of Print Media?
 3. Types of printing press with current printing methods.
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Module III

1. How to write Function and process in Print Journalism?
 2. How to elaborate content, structures in the newspaper and magazines?
 3. Canons of Journalism.
 4. Write the Types of Journalism.
 5. Write news reporting and features?
 6. Write about Sports News?
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Module IV

1. Write the department of Newspaper?
2. Elaborate the elements of news?
3. Write the speed –immediacy versus accuracy
4. Write the Role of Technology & audience in news coverage?

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Question Bank

Subject: Visual Communication and photography Class: SY BMM

Module I

1. What is Camera Lenses?
 2. Camera Lens size and space.
 3. What is Zoom Lenses and there cons?
 4. Explain any five types of memory card. VCP3014
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Module II

1. Manual focus and Auto focus and their advantage and disadvantage.
 2. What is aperture in photography?
 3. What are F-stop and F-number?
 4. Explain the tripod.
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Module III

1. Describe Zoom Lenses
 2. Explain principles of design and how to use them
 3. Explain Digital SLR Cameras and mirror less Cameras?
 4. What is color theory? And explain Additive and subtractive color models.
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Module IV

1. what is photojournalism and types of photojournalism
2. What is mean by still life photography
3. Different between outdoor and indoor photography
4. Why is composition important in photography

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Subject: Introduction to Cinema Class: SY BAMB

Module I

1. Explain the emergence of camera.
 2. Elaborate History and Evolution of Cinema – Indian Cinema to Hollywood.
 3. Explain various stages of Film making – Production to Distribution
 4. Explain the work of Director.
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Module II

1. Explain film genres.
 2. Discuss about Contribution and Importance of Regional Cinema
 3. Explain in brief Documentaries and its types
 4. Discuss Commercial Ads.
 5. Explain Corporate Films.
 6. Discuss the term Short Films.
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Module III

1. Describe the importance of Digital Technology in cinema
 2. Explain Digital Technology used in Modern Cinema/ film making
 3. Film appreciation – Workshop & Screening of films of Different genre
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Module IV

1. Explain cinema as a business.
2. Explain production of cinema
3. Discuss marketing of films
4. IMPPA
5. IMPDA
6. IFTDA
7. FWA

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Subject: INTEGRATED MARKETING COMMUNICATION Class: SY BMM

Module I

1. Define IMC. How Integrated Marketing Communications differs from traditional advertising.
 2. Summarize the role of IMC in Marketing Process
 3. Discuss Process of IMC
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Module II

1. Explain the importance of Marketing Mix for customer and business organization
 2. What is Product positioning? Explain any four bases of product positioning, with example.
 3. Explain the role of advertising in IMC.
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Module III

1. What are the different types of advertisement?
 2. What is PR and Publicity?
 3. What is Product Segmentation? What are the Objectives or Benefits of Market Segmentation?
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Question Bank

Subject: Introduction to Broadcast Media **Class:** SY BAMB

Module I

1. Elaborate the History of Radio?
 2. What is Contemporary Radio, Explain AM & FM?
 3. Explain the Commercial Radio Broadcasting?
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Module II

1. What is Impact of Radio on Society?
 2. Explain the Developed countries and Developing Countries?
 3. How many Types of Programmed on Radio?
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Module III

1. Explain the brief history of Television?
 2. Write the Development of Television in India?
 3. Write the Private Channels, Cable and Satellite TV?
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Module IV

1. Elaborate the Types of Television Programmed?
2. Write the Basic Production Techniques?
3. Write the Writing for Television?
4. Elaborate the Recent Trends in Indian Broadcasting Journalism?

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Question Bank

Subject: Introduction to New Media

Class: SY BMM

Module I

1. Write the Brief History on New Media?
 2. Elaborate the Digital Technologies and Society?
 3. Explain new media communication & elaborate the Power and limitation?
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Module II

1. Explain the Social Media and ‘Community Culture’?
 2. What is Social Networking Site Explain it in detail?
 3. Elaborate Mobile Communication?
 4. What is online Issues Explain with Example?
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Module III

1. What is Characteristics of New Media & Industry?
 2. Elaborate the New Media Industry?
 3. How to Create Collaborative Content in New Media Industry?
 4. Write Positive and Negative Impact of New Media.
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Module IV

1. Explain the new media facilitate different types of learning?
2. What is Impact of computer games upon Children?
3. Explain the Issues of Copyright and intellectual Property?
4. Write Note on New Media.

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Subject: Women & Media

Class: SY BAMB

Module I

1. What is demographic profile of women in India?
 2. Write the National Policy of Empowerment of Women 2001?
 3. Explain the major role and importance of media portraying women?
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Module II

1. What is women unorganized Sector?
 2. What is the status of Women in organized sector?
 3. What is Legal provision for the protection of Working Women?
 4. Explain the Governmental policies and strategies for Women development?
 5. What is Women Empowerment and the Role of NGOs?
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Module III

1. Write on Media Gender studies?
 2. Elaborate the social construction of sex and gender?
 3. How to Construction of women and womanhood in Media?
 4. Write the Representation of women in media?
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Module IV

1. How to explain the Understanding women's media in society?
2. What is Impact of Media upon Rural or Urban Women?
3. Write about Women and Soap Operas?
4. Write about Women's magazines?
5. Write about Girls and Internet?

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Subject: Writing for Media

Class: SY BMM

Module I

1. What is History of Writing?
 2. Elaborate the elements of writing & language translation?
 3. Explain the Developmental Stages in writing?
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Module II

1. Explain the Principles and methods of Effective Writing?
 2. What is Effective of Writing, Explain with Example?
 3. Explain the Rules of Grammar?
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Module III

1. How to elaborate Writing for Media?
 2. Write the Difference in formal styles for Different Media?
 3. Write the types of writing in all media?
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Module IV

1. What is different between writing in Radio & Television?
2. How to write reports on current events in Television?
3. How to write reports on current events in Radio?
4. What is Fiction Writing?
5. Elaborate Fiction & Nonfiction Writing?