

M.L.Dahanukar College of Commerce
F.Y.B.M.M.C.

Semester II April 2023

SUBJECT: Content Writing

Time: 2.5 hrs

Date: 05-APR-2023 Marks: 75

Note: 1. Question number 1 is compulsory.

2. Questions no. 2, 3, 4 have internal option.

3. Figures to the right indicate marks.

Q1) Prepare a Blog post, containing a Movie review, of not more than **(15)**
100 words, selecting any one of the below genres:
Comedy /Action/ Ani mation/ Romance/ Thriller

Q2) A Explain the meaning of the given Idioms & frame a sentence using it: **(8)**

1) A blessing in disguise

2) Give someone the benefit of the doubt

3) It's not rocket science

4) Actions speak louder than words

Q2) B Fill in the gaps with appropriate Prepositions: **(7)**

I waited _ the airport _ Atlanta. My old school mate was going to
arrive _ New airlines _ Mumbai, _ the 21st _ March _ the year 2018.

OR

Q2) C Enumerate the 8 Grammar rules for writing Newspaper Headlines. **(8)**

Q2) D Find the errors in sentences below & rewrite them in correct manner: **(7)**

1. The characters in Rick Riordan's Percy Jackson series lives in
a world that combines the present day with Greek mythology

2. The members of the volleyball team gets their new uniform
today.

3. Neither Edith's parents nor her sister agree with her decision
to move away from home.

4. Both of these pairs of shoes needs polishing.

5. Peppermint Patty and Lucy Van Pelt is characters from the
Peanuts comics.

6. Each of the cupcakes needs a layer of butter cream icing.

7. The school band play the National Anthem every morning.

Q3) A State the difference between below Homophones: **(8)**

1) heal/ heel

2) idle/idol

3) hour/our

4) knight/night

5) knot/not

6) die/dye

7) flour/ flower

8) hear/here

Q3) B Correct the sentences below with appropriate Punctuation marks: **(7)**

1. We had a great time in France the kids really enjoyed it

2. Some people work best in the mornings others do better in the

evenings

3. What are you doing next weekend
4. Mother had to go into hospital she had heart problems
5. Did you understand why I was upset
6. It is a fine idea let us hope that it is going to work
7. We will be arriving on Monday morning at least I think so

OR

Q3 C Elaborate on Tips/ Guidelines to write a good Insta Caption. (8)

Q3 D Paraphrase the text given below: (7)

John could not find the butter in his fridge. He went to buy some from the store. On coming back, he saw his cat sitting on the floor, smacking its lips. There was some yellow stuff smeared all around its face. Thus, John solved the mystery of the missing butter."

Q4 A Make appropriate Headlines for the news mentioned below: (8)

1) In a mega deal in the real estate sector, Bajaj Auto chairman Niraj Bajaj has purchased a sea-facing luxury triplex penthouse in Mumbai's posh Malabar hill area for ₹ 252.5 crore, according to home search portal IndexTap. Mr Bajaj has bought the apartment from realty developer Lodha Group, the website further said. The agreement to sell was registered on March 13, 2013.

According to Forbes, Niraj, a Harvard Business School grad, chairs Bajaj Auto. He is on the board of directors of Bajaj Allianz Life Insurance and Bajaj Allianz General Insurance.

2) Eric Garcetti has been confirmed as the new US ambassador to India, and will take up a position that has been vacant since Jan 2021. Garcetti's appointment was confirmed by the US Senate on Wednesday; he was originally nominated by President Joe Biden in July 2021, and renominated in January this year.

Q4 B Elaborate on Tips for Google Advanced Search. (7)

OR

Q4 C Describe the Emotional meaning of the below colours: (8)

- White
- Pink
- Black
- Red

Q4 D Make an Ad Copy for any two of the following brands: (7)

- 1) McDonald's
- 2) Starbucks
- 3) Maruti Suzuki

Q5 Write Short Notes (any 3) (15)

1. Plagiarism
2. Blog Writing
3. Differences between writing content for online v/s print
4. Case Styles
5. Homophones v/s Homonyms (giving examples)

**M.L.Dahanukar College of Commerce
F.Y.B.M.M.C.**

Semester II April 2023

SUBJECT: Effective Communication- II

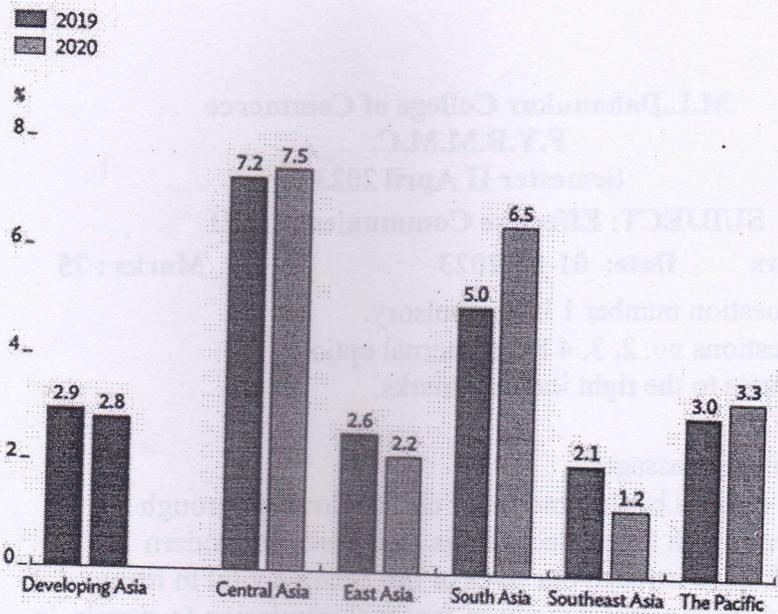
Time : 2.5 hrs

Date: 01-04-2023

Marks : 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1) Edit the following passages (15)
1. Electricity is expressed by the amount of charge flowing through the particular area in unit time. Electricity is a necessity to modern civilization. It has invaded our lives or has become vital to many aspects of our society. It is a medium for the transmission of signals in computers, cell phones etc. in industries, manufacturing relies on electricity for driving virtually all moving parts.
 2. Commonwealth gold medalist Heena Kumari used to watch her uncle repair all kinds of guns in her neighbourhood and developed a fancy for it. When she picked up shooting in 2006, her family did not think that she could represent the country or win the medal, but she proved everyone wrong with her skills.
 3. It is true that a natural disaster is a natural process and we cannot stop it, but through making certain preparations we can reduce the magnitude of the loss to life or property. First of all, we would reduce global warming which is the root cause of all the problems. We should also have insurance policies such that we have sufficient money to rebuild our lives after such a disaster.
- Q2) A Discuss the contents of report. (8)
- Q2) B The college has organized an intercollegiate fest. As a CL of the college draft a post-event report. (7)
- OR
- Q2) C Summarize the information in 150 words by selecting and reporting the main features, and make comparisons where relevant. The bar graph below shows the rate of inflation in the developing countries of Asia and different regions of Asia in 2019 and 2020. (8)



Q2 D Draft a circular to announce a new company plan. (7)

Q3) A Draft a sales letter to promote the sale of a treadmill. (8)

Q3 B You had ordered 20 crockery sets from M/s Crystal Stores Bandra, Mumbai. When you received the cases much of the crockery was chipped or broken because of poor packaging. Draft a letter of complaint and ask for a replacement of damaged goods. (7)

OR

Q3 C Fill in the blanks with correct prepositions (8)

1. I met Suhani when I was __ college.
2. I will have completed my task __ Friday.
3. There's a rift __ these two kids.
4. The soldiers are __ war.
5. My brother's anniversary is __ 5th November.
6. The dog jumped __ the sofa
7. Bruce did not fare well __ his examination.
8. The boy __ the store is quite young

Q3 D Change the Voice (7)

1. The chef cooked a delicious meal.
2. The doctor treated the patient.
3. A new product was launched by the company.
4. A concert was performed by the singer.
5. The gardener planted the flowers.
6. The construction workers built the skyscraper.
7. A beautiful landscape was painted by the artist.

Q4 A Write a paragraph on addiction of mobile phones to the young generation. (8)

Q4 B Draft a letter to the editor complaining about the increase in garbage collection in your society. (7)

OR

Q4 C Summarize the following passage.

(8)

After working tirelessly for a few months, I decided to take my family to Pulau Kapas for a holiday. This island is not as famous as Pulau Redang or Pulau Tioman but it is definitely a paradise on earth. We arrived in Kuala Terengganu on a glorious Saturday morning. A van from Primula Resort was waiting to take us to the jetty which was half an hour away. The ride offered us a glimpse of the scenic countryside blending with the edges of bustling Kuala Terengganu. Next, we took a speedboat to Pulau Kapas. My children got very excited and screamed at every turn. We caught sight of the island twenty minutes later. The white beach and crystal clear water beckoned us. The resort sprawled over six acres, the largest in Pulau Kapas. We were taken to a kampung-style chalet, nestled among swaying palms and lush tropical plants. There was a sandcastle competition and my eager children participated without any sign of fatigue. While they were busy building their castles, I managed to do some fishing. Later in the evening, Fuad, the resort manager arranged for us to see some corals. Dinner that night was served at the Selayang Cafe. We watched the spectacular sunset as we sipped our coffee and stuffed ourselves with the delicious cakes. The highlight of the evening was when my children were declared the winners of the sandcastle competition. The next day we got up early for snorkeling. The waters around Pulau Kapas are indeed ideal for novice swimmers like me, as the water is as shallow as two feet when the tide is low. Fuad arranged for us to be fitted with snorkeling gear. I was a bit hesitant at first but after a briefing, I was all geared up. The sheer beauty of the underwater world took our breath away.

On the way back to the island, the guide pointed to the sky and we noticed dark clouds forming above us. However, he assured us the storm would only be coming an hour later. We got into the boat but this time around, the sea was a little merciless. The boat rose and sank and I turned a little green in the face.

Q4 D Discuss the technique of copywriting for radio advertisements.

(7)

Q5 Write Short Notes (any 3)

(15)

1. Editing
2. Statutory reports
3. Synopsis
4. AIDA
5. Functions of Translator

M.L.Dahanukar College of Commerce
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Semester II April 2023
SUBJECT: Foundation Course II

Time :2.5 hrs

Date: 03 April 2023

Marks : 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1) Short Notes (15)**
Migration
Contempt of Court
Behavioural Ecology
Intrapersonal Conflict
Stereotyping
- Q2) A Explain the meaning and major elements of Liberalisation. (8)**
Q2) B Elaborate the characteristics of Human rights. (7)
OR
- Q2 C Explain the changes in Agrarian sector due to Globalisation. (8)**
Q2 D Explain the meaning and Significance of fundamentals rights. (7)
- Q3) A Elaborate the principles of Sustainable development. (8)**
Q3 B State the sources of conflict. (7)
OR
- Q3 C Elaborate on Individual and Environmental stressors. (8)**
Q3 D Explain the impact of environment degradation on human life. (7)
- Q4 A Explain the meaning and role of Prejudice in personality development. (8)**
Q4 B Explain the strategies for coping up with stress. (7)
OR
- Q4 C State the causes of Environment degradation. (8)**
Q4 D Explain the articles in right to freedom. (7)
- Q5 Write Short Notes (any 3) (15)**
1. Globalisation
2. UDHR
3. Biosphere
4. Maslow's Theory
5. Right to constitutional remedies

M.L.Dahanukar College of Commerce

F.Y.B.M.M.C.

Semester II March 2023

SUBJECT: Introduction of Advertising

Time: 2.5 hrs

Date: 6-April-2023

Marks: 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1)** Define Advertising. Describe in detail 'Women and advertising', commenting on both the positive & negative aspects with relevant examples. **(15)**
- Q2) A** Explain I.M.C. Describe in detail Tools of I.M.C. **(8)**
Q2) B Describe Newspaper Advertising & state the advantages of Newspaper Advertising. **(7)**
- OR**
- Q2 C** Describe OOH Advertising & enumerate the types of OOH Advertising. **(8)**
Q2 D Describe Sales Promotion. State the various tools & techniques of doing Sales Promotion. **(7)**
- Q3) A** Define Creativity and explain the creative process. **(8)**
Q3 B What is Positioning & write on the various Positioning strategies. **(7)**
- OR**
- Q3 C** Define Role of different elements in ads. **(8)**
Q3 D What is Copy Layout. Explain Principles of design & Layout. **(7)**
- Q4 A** Describe Ad Agency & explain types of Ad Agency. **(8)**
Q4 B Describe various Departments in an Ad Agency. **(7)**
- OR**
- Q4 C** Write on the features of Rural Advertising. **(8)**
Q4 D What is Ambush Marketing & enumerate types of Ambush Marketing. **(7)**
- Q5** **Write Short Notes (any 3)** **(15)**
1. Puffery
 2. On-premise Advertising
 3. Humour appeal
 4. Email Advertising
 5. Slogan v/s Taglines

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Semester II March/April 2023

SUBJECT: Introduction to Journalism

Time : 2.5 hrs

Date: 8-April-2023

Marks : 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1) Trace the history of journalism in India with respect to the following eras (15)
A. Phase I – 1780 -1857
B. Phase II – 1875 - 1947
C. Phase III – 1975 National Emergency
- Q2) A State and describe with examples any three beats of journalism. (8)
Q2) B What are news values? List and explain with suitable examples. (7)
OR
Q2) C Name and expand on the different types of news. (8)
Q2) D Define what is a news agency and discuss the types of news agencies. (7)
- Q3) A What is an inverted pyramid? What are the benefits and disadvantages of using an inverted pyramid for writing a news story? (8)
Q3) B Write a note on hard news and give suitable examples. (7)
OR
Q3) C Elucidate on any six types of leads and give two examples for each. (8)
Q3) D Briefly write about the code of ethics in journalism (7)
- Q4) A Elaborate on the different departments in a newspaper organization. (8)
Q4) B Who can become a journalist? Enumerate on the appropriate skill set required to be a journalist. (7)
OR
Q4) C Write a detailed note on the Press Council of India. (8)
Q4) D Describe the role of a resident editor, news editor and a copy editor in a newspaper organization. (7)
- Q5) Write Short Notes (any 3) (15)
1. Citizen journalism
2. My daughter won the best athlete award at school on Monday, since she defeated all the other schools in the ward. – Pick out the 5 Ws and 1 H
3. Sequence of narrative lead
4. Soft news
5. Press Trust of India (PTI)

M.L.Dahanukar College of Commerce

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Semester II March 2023

SUBJECT: Media Gender and Culture

Time : 2.5 hrs

Date: 31/03/2023

Marks : 75

- Note:** 1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal option.
3. Figures to the right indicate marks.

- Q1) Discuss cultural studies and culture with respect to the following: (15)
A. Acculturation
B. Enculturation
C. Ethnocentrism
- Q2) A Write a note on construction of culture with respect to society and economy. (8)
Q2) B Explain memes in culture with appropriate examples. (7)
OR
Q2) C What is cultural industry? What does it mean with respect to communication? (8)
Q2) D Elaborate on the recent trends in cultural consumption. (7)
- Q3) A Define and describe in detail popular culture. (8)
Q3) B Illustrate the role of media in the construction of culture. (7)
OR
Q3) C Trace the media highlights with respect to gender stereotypes. (8)
Q3) D Enumerate on the gender issues in the news media. (7)
- Q4) A Briefly write about the globalization of culture. (8)
Q4) B Discuss the concept of McDonaldization of society. (7)
OR
Q4) C How is globalization a threat to regional and local identities? (8)
Q4) D Elaborate on the impact of global culture on gender. (7)
- Q5) Write Short Notes (any 3) (15)
1. Cultural Shock
2. Consumer culture
3. Feminism
4. Objectification
5. Commodification of culture