

M.L.Dahanukar College of Commerce
F.Y.Bachelors in Arts Multi-Media & Communication
Semester I October 2023

SUBJECT: History Of Media

Time : 2.5 hrs

Date:4 Nov 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 the history of evolution of Newspapers in the world and India with reference to the following: **(15)**
- a. Beginning of newspapers around the world
 - b. Evolution of newspapers in India
 - c. Role of newspapers today

- Q2) A** State and explain the importance of regional languages newspapers in British era India. **(8)**

- Q2) B** Write a note on the contribution of Gujarati language journalism and Gujarati language newspapers. **(7)**

OR

- Q2 C** Explain in detail the Vernacular Press Act, 1876 and its impact on India. **(8)**

- Q2 D** Briefly talk about the history of printing in the world. **(7)**

- Q3) A** What are the different types of documentaries? **(8)**

- Q3 B** Elucidate on the movies made in India between the years 2000 - 2010. **(7)**

OR

- Q3 C** Trace the history of short film in India. **(8)**

- Q3 D** State and explain the notable films of Alfred Hitchcock and his style. **(7)**

- Q4 A** List and elaborate on some of the meaningful television shows of the past and present. **(8)**

- Q4 B** Describe the importance of radio as a medium of advertising. **(7)**

OR

- Q4 C** Note the contributions Raja Ram Mohan Roy to the world of media. **(8)**

Q4 D Differentiate between radio and television as medium of mass communication. (7)

Q5 Write Short Notes (any 3) (15)

1. Bengali language journalism
2. M.K.Gandhi
3. Dadasaheb Phalke
4. James Augustus Hickey
5. K.P.Kesava Menon

M.L.Dahanukar College of Commerce
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Semester I November 2023
SUBJECT: Current Affairs

Time : 2.5 hrs **Date: 3 November 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) Maharashtra politics has undergone a lot of changes in the last couple of years. Discuss with respect to changing governments, Pawar vs Pawar and Ajit Pawar joining Shivsena and BJP alliance. (15)
- Q2) A Abrogation of Article 370 will bring major changes for Jammu and Kashmir. Do you agree? Justify your answer. (8)
- Q2) B Explain the communal tensions in India with valid examples. (7)
- OR
- Q2 C Explain the importance and role of police in maintaining law and order in India. (8)
- Q2 D Write a detailed journey of the Gyanvapi case. (7)
- Q3) A Has UNSC been successful in establishing global peace? Support your stand with examples. (8)
- Q3 B Discuss the Russia-Ukraine war and its media coverage. (7)
- OR
- Q3 C Discuss the Manipur violence issue. (8)
- Q3 D Elucidate the Indo-Canada issue and its impact on the bilateral relations. (7)
- Q4 A Write in detail the Mumbai metro project and Aarey controversy. (8)
- Q4 B Write a note on Devendra Phadnavis and his role in Maharashtra politics (7)
- OR
- Q4 C What is the Mumbai PPE kit scam? (8)
- Q4 D Rain deficit this year may lead to water cut. Explain ways in which this can be avoided. (7)
- Q5 Write Short Notes (any 3) (15)
1. Digital gaming industry
 2. Use of AI in media
 3. Cold war as cause of current international unrest
 4. Sharad Pawar
 5. Opportunities for India as the most populated country in the world

M.L. Dahanukar College of Commerce
F.Y. Bachelors in Arts Multi-Media & Communication
Semester I November 2023

SUBJECT: Fundamentals of Mass Communication

Time: 2.5 hrs

Date: 2 November 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 Television & Radio as mass media. Mention the advantages & disadvantages of both the media. **(15)**
- Q2) A** Write on Newspapers as a mass medium and elaborate on Types of News Features. **(8)**
- Q2) B** Write on the Impact of Mass Media on Culture. **(7)**
- OR**
- Q2 C** Explain various Forms of Communication. **(8)**
- Q2 D** Explain the Contemporary Challenges in Mass Media with examples. **(7)**
- Q3) A** Define Books as a form of Mass Communication with their features. **(8)**
- Q3 B** Distinguish between Public Relations and Advertising. **(7)**
- OR**
- Q3 C** What is social media. Write on History of social media. Write the advantages & disadvantages of social media. **(8)**
- Q3 D** Explain the following Model of Communication: Shannon & Weaver Model, Laswell Model **(7)**
- Q4 A** Write on the Impact of Mass Media on Society. **(8)**
- Q4 B** Impact of New Mass Media Convergence. **(7)**
- OR**
- Q4 C** Write on the Impact of Mass Media on Children & Youth. **(8)**
- Q4 D** Explain the process of Communication with suitable diagram. **(7)**
- Q5** **Write Short Notes (any 3)** **(15)**
1. Successful use of Mass Media by Political Leader: Narendra Modi
 2. Kirtan
 3. National Knowledge Network
 4. Functions of Mass Media
 5. Social Media

M. L. Dahanukar College of Commerce
F.Y. Bachelors in Arts Multi-Media & Communication
Semester I - November 2023
SUBJECT: Visual Communication

Time : 2.5 hrs

Date: 1 November 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) Explain any 5 concepts. (15)**
a) Pictogram
b) Connotation
c) High and low key lighting
d) Landscape painting
e) Colour Harmony
f) Pixels
g) Monochromatic colour
- Q2) A Elaborate importance of visual communication. (8)**
Q2) B Discuss Gardner's theory of Multiple Intelligence. (7)
OR
- Q2 C Explain process of visual communication. (8)**
Q2 D Explain seven mental activities narrated by Carolyn Bloomer that affect visual perception (7)
- Q3) A Discuss the use of any four colours in design and advertising. (8)**
Q3 B Does GIF help in making visual communication more effective? Discuss with examples. (7)
OR
- Q3 C Discuss different types of Advertisement as tools of visual communication (8)**
Q3 D Elaborate photography as communication. (7)
- Q4 A Explain relevance and importance of Ethics in social media. (8)**
Q4 B Explain Documentaries in visual communication. (7)
OR
- Q4 C Elaborate Visual communication w.r.t. Indian Theatre. (8)**
Q4 D Explain Citizen journalism. (7)
- Q5 Write Short Notes (any 3) (15)**
1. Eye tracking methodology
2. Cognitive theory
3. Types of shapes
4. Colour Wheel
5. VFX

M.L.Dahanukar College of Commerce
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Semester I November 2023

SUBJECT: Foundation Course I

Time :2.5 hrs

Date: 31 Oct 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)
Shudras as a part of Varna system
Defection in politics
Islam
Regionalism
Judicial review
- Q2) A** Explain the Rural characteristics of Indian population. (8)
Q2) B Discuss the characteristics of Caste system in India. (7)
- OR**
- Q2 C** Discuss the status of women in Vedic, Post-Vedic and present day. (8)
Q2 D Explain the ill effects caused due to caste system in India. (7)
- Q3) A** Define communalism with an example & state the measures to control communalism. (8)
Q3 B Write a note on fundamental duties mentioned in our constitution. (7)
- OR**
- Q3 C** Explain the features of Indian constitution. (8)
Q3 D Explain the concept and importance of peace and communal harmony. (7)
- Q4 A** Explain the features of political parties in India. (8)
Q4 B What are the causes of violence against women. (7)
- OR**
- Q4 C** Explain the urban local self-government. (8)
Q4 D Explain the structure of Municipal council and Municipal Corporation. (7)
- Q5** Write Short Notes (any 3) (15)
1. 5 k's of Sikhism
2. Corruption
3. Linguism
4. Tolerance
5. Mental disability

M.L.Dahanukar College of Commerce
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Semester I November 2023

SUBJECT: Effective Communication-I

Time : 2.5 hrs

Date: 30 Oct 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)** Explain the following concepts: (15)
1. Haptics
 2. Mass Communication
 3. Drama
 4. Listening
 5. Panel Discussions
- Q2) A** Define communication and explain the process of communication. (8)
- Q2) B** Differentiate between oral communication and written communication. (7)
- OR**
- Q2 C** What is reading? Explain the various types of reading. (7)
- Q2 D** Discuss the features of group discussion. (7)
- Q3) A** Fill in the blanks with A, An, The or X (8)
1. He thinks that ____ love is what will save us all.
 2. I bought ____ new tv set yesterday.
 3. She is ____ nice girl.
 4. She was wearing ____ ugly dress when she met him.
 5. I watched ____ video you sent me.
 6. Carol's father worked as ____ electrician.
 7. Ben has ____ terrible headache.
 8. Do you still live in ____ Bristol.
- Q3 B** Fill in the blanks with Prepositions. (7)
1. He lives ____ Ahmedabad
 2. You have ____ walk towards the door to exit his hall.
 3. The kids fought ____ themselves.
 4. They are not familiar ____ this subject.
 5. We can hope only ____ the best.
 6. She has taken the comb ____ the drawer.
 7. There is something ____ the curtains.
- OR**
- Q3 C** Discuss the qualities of good listener.
- Q3 D** What are the guidelines of an interviewee? (7)
- Q4 A** Draft a speech as you are appointed as head girl/boy at the school. (8)
- Q4 B** Assume that you are a television anchor and have convened a panel discussion on Anti-Ragging. Draft it and its flow. (7)
- OR**
- Q4 C** Translate the following passage (8)

मनुष्य एक सामाजिक प्राणी है। वह समाज में रहता है। एक मिलनसार और सामाजिक प्राणी के रूप में, वह अपने पूरे जीवन में बहुत से लोगों के साथ रहता है और उनके साथ बातचीत करता है। लोगों के साथ बातचीत में हम कई दोस्त बनाते हैं। हम अपने दोस्तों की संगति का आनंद लेते हैं; वास्तव में इसीलिए वे हमारे मित्र हैं। हम अपने दोस्तों को प्रभावित करते हैं, और इसी तरह हमारे दोस्त भी हमें प्रभावित करते हैं। इसलिए मित्रता का हमारे जीवन पर बहुत गहरा प्रभाव पड़ता है। इसीलिए हमें दोस्त बनाते समय चयनात्मक होना चाहिए, क्योंकि हम लंबे समय तक चलने वाले सच्चे दोस्त चाहते हैं जिन पर हम भरोसा कर सकें और जो बदले में हम पर भरोसा कर सकें। मित्रता वफ़ादारी मांगती है। यदि आप अपने दोस्तों के प्रति वफ़ादार नहीं रह सकते, तो आप उन्हें खो देंगे। समय के साथ परिपक्व हुई सच्ची दोस्ती में दो दोस्तों के बीच कोई अपेक्षाएं भी नहीं होतीं। चाहे कुछ भी हो आष अपने दोस्त से प्यार करते हैं, और आप किसी कारण से या अपने दोस्त से बदले में कुछ पाने के लिए प्यार नहीं करते हैं। और यही भावना आपके मित्र ने भी साझा की है। ऐसी मित्रता ही सच्ची मित्रता है और यह सच्चा आनंद और संतोष देती है। जब आपके पास भरोसा करने के लिए ऐसी दोस्ती हो तो जीवन में आने वाली परेशानियां और दुख भी महत्वहीन लगते हैं।

Q4 D Discuss the advantages and disadvantages of debate.

Q5 Write Short Notes (any 3)

(15)

1. Voice over
2. Culture barrier
3. Promotion interview
4. Different kinds of Play
5. Physical barrier