

**M.L.Dahanukar College of Commerce**  
**S.Y.Bachelors in Arts Multi-Media & Communication**  
**Semester -III October 2023**

**SUBJECT: ELECTRONIC MEDIA I**

**Time : 2.5 hrs      Date: 20 OCTOBER 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      What are the three stages in all broadcasting shoots? Explain the post-production stage in detail. (15)
- Q2    A      What are the skills required for a Radio Jockey? (8)  
Q2    B      What are the advantages of community radio? (7)
- OR
- Q2    C      Explain challenges in Online Radio vs Traditional Radio. (8)  
Q2    D      What are the objectives of AIR? (7)
- Q3    A      What are the precautions for using microphones? (8)  
Q3    B      Explain Types of sounds with examples. (7)
- OR
- Q3    C      What are the positive effects of visuals? (8)  
Q3    D      What are the difficulties in outdoor shooting?. (7)
- Q4    A      Write a Radio Script for FM channel on the topic 'Mumbai Life'. (8)  
Q4    B      Explain any three TV show formats with examples. (7)
- OR
- Q4    C      Explain the concept of DTH. (8)  
Q4    D      Explain the importance of Story Board. (7)
- Q5      **Write Short Notes ( any 3)** (15)
1. Prasar Bharati Act
  2. Electronic News Gathering
  3. Types of Non-fiction writing
  4. Private FM channels
  5. Web series

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**Semester III October 2023**

**SUBJECT: Corporate Communication and Public Relation**

**Time : 2.5 hrs**

**Date:21-10-2023**

**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**

Analyze the following case study and answer the following questions:

**(15)**

It takes years for brand to build reputation and when reputation is at stake public relations agency need to be handling it definitely. Some brands go through complacency and when there is crisis, they have habit of remaining quiet or being unavailable for comments or wait for the dust to settle down, this strategy further escalates the issue and makes the brand lose its loyalty and credibility in the market. Indigo airlines India's largest domestic airlines, faced a serious backlash from customers when a video showed an Indigo Airlines passenger, after getting down from his flight is seen waiting for his bus to the terminal, he gets into an altercation with an airline ground staff as the latter asks him to be in line with airline protocol and not abuse the officials. The video goes on to show how the ground staff doesn't let the passenger board the bus and its further manhandled by them. It was being widely shared and circulated all over social media. On twitter, the hashtag boycott Indigo was trending for two days, while the stock price of Indigo's parent company, Inter globe aviation ltd, also tumbled as much as 5 percent. Taking advantage of the situation other major airlines leveraged their brand by creating some social media noise out of the sage. While Air India took a dig at Indigo by posting a creative that said-"Unbeatable service"- highlighting the best aspect Jet Airways also took to releasing a creative that said-"We beat our competition, not you." Adding to this crisis are innumerable jokes, memes and hashtag ranging from hashtag Indigo's to hashtag Me too

1. What was the challenge faced by Indigo Airlines?

**(5)**

2. How did Indigo respond?

**(5)**

3. As a public relation official how could you have salvaged Indigo reputation.

**(5)**

- Q2 A Discuss the scope of corporate communication. (8)  
 Q2 B Explain the professional code of ethics. (7)
- OR
- Q2 C What are the factors influencing corporate image? (8)  
 Q2 D Discuss the types in defamation and piracy laws? (7)
- Q3 A What is the role of public relation in entertainment industry? (8)  
 Q3 B What is publicity? Discuss the types of publicity. (7)
- OR
- Q3 C What is proppanda? Elaborate on various techniques of proppanda. (7)  
 Q3 D Explain diffusion theory with diagram. (7)
- Q4 A What are the pro's and con's of technology? (8)  
 Q4 B What are the guidelines for handling crisis? (7)
- OR
- Q4 C What are the strategies of interacting and engaging audience? (8)  
 Q4 D What are the Do's and Don't of responding negative social comments? (7)
- Q5 **Write Short Notes ( any 3)** (15)
1. Corporate identity
  2. Viral marketing
  3. Websites
  4. Role of management in employee communications
  5. Advantages of public relations

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**Semester III October 2023**

**SUBJECT: Media studies**

**Time : 2.5 hrs**

**Date: 23 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 How did media influence society during the World War II? (15)
- Q2 A Explain the magic bullet theory with a relevant example. (8)
- Q2 B What is two-step flow theory? Who proposed the theory? (7)
- OR
- Q2 C What is propaganda? Do you believe that today's media carries propaganda? (8)
- Q2 D Discuss Attitude Change theory and its relevance. (7)
- Q3 A Elaborate on Marshall McLuhan and School of Toronto (8)
- Q3 B Discuss your opinion on gender identity and media. (7)
- OR
- Q3 C What is technological determinism? What was Raymond Williams' criticism on it? (8)
- Q3 D Racism in India is common. Comment. (7)
- Q4 A Discuss relevance of agenda setting theory with adequate examples. (8)
- Q4 B Discuss political bias in mass communication. (7)
- OR
- Q4 C What is cultivation theory? (8)
- Q4 D Discuss media consolidation and politics. (7)
- Q5 **Write Short Notes (Any 3)** (15)
1. New media
  2. OTTs and queer representation
  3. Uses of internet in propaganda
  4. Frankfurt school of culture perspective
  5. Participatory culture

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**Semester III October 2023**

**SUBJECT: Introduction to Photography**

**Time : 2.5 hrs**

**Date: 25 Oct 2023**

**Marks : 75**

- Note:** 1. Question number 1 is compulsory.  
2. Questions no. 2, 3, 4 have internal option.  
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- Q1) Define the following concepts. (Any Five) (15)**
- |                 |                                       |
|-----------------|---------------------------------------|
| a. D-SLR        | b. F' number                          |
| c. Guide number | d. Speed of Lens                      |
| e. Normal Zoom  | f. 18~55mm f <sup>2</sup> -3.5-4.5 ED |
| g. PPI v/s DPI  |                                       |
- Q2) A** What is 'Exposure?' Explain how does the photographic subject influence the decision of exposure. (8)
- Q2) B** What is 'Motion Blur?' Explain various ways to get creative motion blur? (7)
- OR**
- Q2) C** Explain how 'Megapixel' plays a role in image size. Why camera buyers consider Megapixel as prime feature? (8)
- Q2) D** What do you understand by the term 'Perspective?' Explain how perspective is used for creative purpose. (7)
- Q3) A** Discuss 'Kelvin' in detail. (8)
- Q3) B** Explain various 'Metering modes' that a camera offers. Discuss the situations where one mode is preferred over other. (7)
- OR**
- Q3) C** What is 'Bokeh?' Discuss the photographic subjects where Bokeh helps to enhance the overall mood of the photograph. (8)
- Q3) D** What is 'Focal length?' How does it matter in the choice of the lens? (7)
- Q4) A** Why direction of light or position of light is important in photography? Explain any three 'Portrait lighting techniques.' (8)
- Q4) B** How does the Aperture play a role in deciding 'Depth of Field?' (7)
- OR**
- Q4) C** What is 'Composition?' Discuss any Four popular rules of 'Composition.' Diagrams required to support your answer. (8)
- Q4) D** Discuss the concept of 'Quality of light.' Explain how various accessories help to get suitable quality for a subject. Give examples. (7)
- Q5) Write Short Notes ( any 3) (15)**
1. Fish Eye lens
  2. Light Painting
  3. Forced Perspective
  4. ISO
  5. Synchronisation

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**Semester III October 2023**

**SUBJECT: Film Communication I**

**Time : 2.5 hrs**

**Date: 26 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 Discuss the detail the history of the 'Cinematograph' and its contribution to filmmaking. (15)
- Q2 A Explain with suitable examples the importance of costume and makeup in a film. (8)
- Q2 B What are the different types of camera angles? Explain using examples the usage of each type. (7)
- OR**
- Q2 C Write a note on how the movie 'Parasite' uses set design to convey its message. (8)
- Q2 D State and explain the three different types of sound used in films. (7)
- Q3 A Elaborate on the contribution of Ardeshir Irani to Indian Cinema. (8)
- Q3 B Name four films from the early sound era and explain their importance. (7)
- OR**
- Q3 C Briefly write about Georges Melies and his work in the early years of cinema. (8)
- Q3 D Elucidate with suitable examples the concept of the 'Studio System' famous in the 1940 – 50s in Hollywood and India. (7)
- Q4 A Define German Expressionism and how it became the inspiration for modern day horror films. (8)
- Q4 B Examine the contribution of Sergei Eisenstein and Driga Vertov on the Soviet Montage film movement. (7)
- OR**
- Q4 C Illustrate the elements of Italian Neo-realism and how the film 'Bicycle Thief' showcases that. (8)
- Q4 D 'Hayao Miyazakio is often called the Walt Disney of Japan.' Discuss. (7)
- Q5 **Write Short Notes ( any 3)** (15)
1. Globalisation of Indian cinema
  2. Raj Kapoor
  3. Mrinal Sen
  4. Mainstream Bollywood
  5. Censorship of films

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**Semester III October 2023**

**SUBJECT: Computers and Multimedia I**

**Time: 2.5 hrs**

**Date: 27/10/2023**

**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** What is Masking and explain its process (15)
- Q2** A What is Content aware? (8)  
**Q2** B Explain the Photoshop Vanishing point filter (7)  
OR
- Q2** C Explain the content collector tool in InDesign (8)  
**Q2** D Explain the various tools available in InDesign (7)
- Q3** A Explain the colour mode which is most suitable for printing (8)  
**Q3** B What do you mean by rasterization? (7)  
OR
- Q3** C Explain the CorelDraw weld tool (8)  
**Q3** D What is CorelDraw? For what purpose we use this software? (7)
- Q4** A Explain the main modes of Adobe Audition (8)  
**Q4** B Explain Premier pro timeline panel (7)  
OR
- Q4** C Write a note on Project monitor (8)  
**Q4** D What is rendering in video editing (7)
- Q5** **Write Short Notes (any 3)** (15)
1. Swatches
  2. Waveform
  3. Envelope tool in CorelDraw
  4. Solid Colour Adjustment layer
  5. Stereo