

M. L. Dahanukar College of Commerce
S. Y. Bachelors in Arts Multi-Media & Communication

Semester -IV MARCH 2024

SUBJECT: ELECTRONIC MEDIA II

Time : 2.5 hrs

Date: 26 MARCH 2024

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** There are some rules and regulations which must be followed while presenting programmes on Akashwani and Doordarshan. Explain these rules and regulations with examples. (15)
- Q2 A** Explain the role of Akashwani with reference to educational programs on radio. (8)
- Q2 B** Explain about the growth of TV channels after 1991. (7)
- OR**
- Q2 C** Community radio is the voice for the voiceless. Explain this statement. (8)
- Q2 D** Explain the role of FM channels in India. (7)
- Q3 A** Write a note on any two regional entertainment channels. (8)
- Q3 B** Explain the trends in regional radio channels. (7)
- OR**
- Q3 C** What are the elements of Digital story telling? (8)
- Q3 D** Distinguish between Documentary and Feature Film. (7)
- Q4 A** What are the benefits and limitations of Panel Discussion? (8)
- Q4 B** Frame 8 questions to interview a famous Sports Personality for a TV show. How will you introduce him/her ? (7)
- OR**
- Q4 C** What are the types of OTT services? (8)
- Q4 D** What are the advantages and disadvantages of 24/7 news broadcast? (7)
- Q5** **Write Short Notes (any 3)** (15)
1. DTH
 2. Importance of Regional TV channels
 3. TRP
 4. Fact Checking
 5. Disney Hotstar

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Semester IV March 2024

SUBJECT: Writing and Editing for Media

Time: 2.5 hrs

Date: 27 March 2024

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)** Draft a feature story on any recent news you have read. (15)
- Q2) A** Discuss any eight basic tools of writing. (8)
Q2) B Explain the determinants of news with examples. (7)
- OR**
- Q2 C** What are the different types of editorials? (8)
Q2 D Explain the steps of writing a feature story. (7)
- Q3) A** Write a film review on any of the movie you have watched recently. (8)
Q3 B What are the strengths of Television? (7)
- OR**
- Q3 C** Discuss the different types of radio formats. (8)
Q3 D Give suggestions given by Loyola Management University to fight fake news. (7)
- Q4 A** What are the cannons of good editing? (8)
Q4 B Discuss the general tips for proofing and editing. (7)
- OR**
- Q4 C** Discuss the guidelines for news video on the web-The BBC Way. (8)
Q4 D Give a checklist of proofreading and editing for advertising. (7)
- Q5** **Write Short Notes (Any 3)** (15)
1. Storyboard
 2. Book review
 3. Emotional appeals
 4. Radio jockey
 5. 3 column television format

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Semester IV March 2024

SUBJECT: Media Laws and Ethics

Time : 2.5 hrs

Date: 28 March 2024

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 defamation using Section 499 and Section 500 of Indian Penal Code. List its exceptions. (15)
- Q2) A Explain why equality, liberty and fraternity are important in maintaining stability in India. (8)
- Q2) B Under what conditions can limitations be imposed? (7)
- OR**
- Q2) C Enlist the unique features of the Indian Constitution. (8)
- Q2) D Examine the Article 19 (2). (7)
- Q3) A Elaborate on any 4 key elements of social responsibility theory (8)
- Q3) B What is the judicial hierarchy of the Indian courts? Explain the nature of each level in brief. (7)
- OR**
- Q3) C In today's era, do you think Official Secrets Act should be abrogated? Justify your stand. (8)
- Q3) D What were the major amendments of the Copyright Act? (7)
- Q4) A What is contempt of court? What requirements are considered necessary for a case to qualify for the contempt of court? (8)
- Q4) B Discuss the objectives of Advertising Agencies Association of India (7)
- OR**
- Q4) C Compare and contrast between Right to Information and Right to Privacy. (8)
- Q4) D Ethics in media are important. Comment. (7)
- Q5) **Write Short Notes (Any 3)** (15)
1. Fundamental Rights
 2. Contempt of Parliament
 3. Supreme Court of India
 4. Press Council of India
 5. Four defences of free speech

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Semester IV March 2024

SUBJECT: Mass Media Research

Time : 2.5 hrs

Date: 30 March 2024

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 concept and steps in Content analysis. (15)
- Q2) A What are the different types of research? (8)
Q2) B What is the meaning and need of research? (7)
OR
- Q2 C What is the meaning and conditions of hypotheses? (8)
Q2 D Explain the difference between pure and applied research. (7)
- Q3) A Explain the meaning and limitations of Quantitative research. (8)
Q3 B What are the types of research problems? (7)
OR
- Q3 C What are the different sampling methods? (8)
Q3 D Explain the essential elements of research design? (7)
- Q4 A Explain the meaning and techniques of Primary data. (8)
Q4 B What are characteristics of research? (7)
OR
- Q4 C Explain meaning and importance of social research. (8)
Q4 D What are the stages in report writing? (7)
- Q5 Write Short Notes (any 3) (15)
1. Snowball Sampling
 2. Structured v/s Non Structured Questionnaire
 3. TRP
 4. Literature Review
 5. Semiotics

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Semester IV March 2024

SUBJECT: Film Communication II

Time: 2.5 hrs.

Date: 1 April 2024

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) Write a detailed note with suitable examples about the role and importance of regional languages cinema to the Indian film industry. **(15)**

Q2) A Elaborate on the work of actress Ranbir Kapoor and mention four of his most credible movies. **(8)**

Q2) B Discuss the positive and negative characteristics of the Hindi language film 'Animal'. **(7)**

OR

Q2 C Explain with suitable examples the elements of the 'Horror' genre of films. **(8)**

Q2 D Briefly discuss all the streams of finance that can be approached by a filmmaker. **(7)**

Q3) A What is contemporary cinema? Using the storyline of the film 'Udaan' explain characteristics of contemporary cinema. **(8)**

Q3 B State and elaborate on the contribution of OTT platforms in India to the growth of the entertainment industry. **(7)**

OR

Q3 C Enumerate and weigh in on the concept of 'Film Censorship' in India with suitable examples. **(8)**

Q3 D Elucidate on the changes in the film viewing culture in India from the 1980's - 2020. **(7)**

Q4 A Examine and detail the various promotional activities that can be conducted to promote a film. **(8)**

Q4 B Trace all the activities included in the pre-production stage of making a film. **(7)**

OR

Q4 C Write a note on 'The Films Division of India'. **(8)**

Q4 D Describe why Filmfare Awards are so prestigious in India. **(7)**

Q5 Write Short Notes (any 3) **(15)**

1 Gujarati Film - Hellaro

2 Contribution of Karan Johar to Bollywood

3 PR for films

4 Thriller genre of films

5 Hindi movie - Swades

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Semester IV March 2024

SUBJECT: Computers and Multimedia II

Time: 2.5 hrs

Date: 02 April 2024

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 process of exporting and rendering videos in Premiere Pro. (15)
- Q2) A What are the primary selection tools in Photoshop and how do they differ? (8)
- Q2) B Explain the concept of feathering in image editing. (7)
- OR
- Q2) C Explain the process of embedding objects into text in Adobe Illustrator. (8)
- Q2) D How can text be linked to objects in Illustrator? (7)
- Q3) A What are the main advantages of using Adobe InDesign for layout design? (8)
- Q3) B Explain the purpose and function of paragraph styles in InDesign. (7)
- OR
- Q3) C Describe the components of the Dreamweaver workspace. (8)
- Q3) D How can Dreamweaver templates streamline the web design process? (7)
- Q4) A Discuss the importance of editing in the context of audio-visual production. (8)
- Q4) B Describe the basic editing functions available in Premiere Pro. (7)
- OR
- Q4) C Describe the process of applying transformations to layers in Photoshop. (8)
- Q4) D Explain how blending modes can be applied in Illustrator. (7)
- Q5) **Write Short Notes (any 3)** (15)
1. Colour palette
 2. Brush tool
 3. Symbol Sprayer
 4. Adjustment layer
 5. Flair tool