

**F.Y.B.A.M.M.C Semester - I**  
**Subject: Fundamentals of Mass Communication**

Date: 16/10/2024

Duration: 2 hours

Marks: 60 marks

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**Instructions for the candidate:**

1. This question paper contains one page.
2. Q.1 is Compulsory.
3. Attempt any 3 from Q. 2 to Q.6.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

**Q 1 Answer the following** **10 marks**  
Discuss the portrayals of women in Indian Cinema.

**Q 2 Answer the following**  
A Define mass communication and enumerate its characteristics. **8 marks**  
B Explain the origin and characteristics of Kirtan. **7 marks**

**Q 3 Answer the following**  
A Differentiate between traditional media and new media. **8 marks**  
B Discuss the impact of mass media on children. **7 marks**

**Q 4 Answer the following**  
A Explain Gerbner's model of mass communication. **8 marks**  
B Enumerate the difference between newspaper and magazine. **7 marks**

**Q 5 Answer the following**  
A Discuss the folk music of West Bengal. **8 marks**  
B Explain the social impact of mass media on society with the help of any two reformers. **7 marks**

**Q 6 Answer the following**  
A Barack Obama **5 marks**  
B OTT **5 marks**  
C Raslila **5 marks**

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**F.Y.B.A.M.M.C (SFC) Semester - I**  
**Subject: Essentials of PR**  
**Duration: 1 hour**

**Date:** 17 OCT 2024

**Marks: 30 marks**

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**Instructions for the candidate:**

1. This question paper contains one page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

**Q 1 Analyze the case study and answer the following questions. 10 marks**  
Redbull is an energy drink that has captured the youth market effectively. Now they are coming up with non-aerated fruit drinks for young audiences. Redbull as a brand wants to target only young people for the launch of the product.

- 1) List at least 4 PR tools that can be used for the product launch and give reasons for the same.
- 2) Write a detailed idea for an offline event for the new product launch.

**Q 2 Answer the following**

- A Define and explain the concept of Public Relations. **5 marks**
- B What is Media Relations? Discuss the importance of media relations. **5 marks**

**Q 3 Answer the following**

- A What is Public Opinion? List the ways in which companies use PR to influence Public Opinion. **5 marks**
- B List and describe Digital tools used for PR. **5 marks**

**Q 4 Answer the following**

- A Elaborate on the roles and responsibilities of a PR professional. **5 marks**
- B Elucidate the sources of media information. **5 marks**

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**F.Y.B.A.M.M.C (SFC) Semester - I**  
**Subject: Introduction to Psychology**

**Date: 18<sup>th</sup> October 2024**

**Duration: 1 hour**

**Marks: 30 marks**

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**Instructions for the candidate:**

1. This question paper contains one page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

**Q 1     Analyze the case study and answer the following questions.     10 marks**

A leading advertising agency has produced a series of ads for a new line of washing powder. The ads prominently feature women as primary users of these products, with a recurring theme of “mothers know best.” The men in the commercials are portrayed as either absent or struggling to understand basic household tasks. The ads have sparked a debate on social media about the reinforcement of traditional gender roles. Critics argue that these ads contribute to the stereotype that women are primarily responsible for household chores, while others believe that they reflect common domestic realities.

- a. Analyze the gender representation in this media content.
- b. Suggest alternative ways the commercial could portray gender that would challenge traditional roles.

**Q 2     Answer the following**

- A     Define memory. Enlist and explain any 4 types of memory with examples.     **5 marks**
- B     Discuss the positive effects of social media on youth.     **5 marks**

**Q 3     Answer the following**

- A     Elaborate on the impact of media on the behaviour of the children.     **5 marks**
- B     What is cognitive dissonance?     **5 marks**

**Q 4     Answer the following**

- A     Explain the concept of lateral thinking and its importance.     **5 marks**
- B     How is mental health depicted in traditional media?     **5 marks**

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**F.Y.B.A.M.M.C Semester - I**  
**Subject: Principles of management**  
**Duration: 1 hour**

**Date:** 19/10/2024

**Marks: 30 marks**

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**Instructions for the candidate:**

1. This question paper contains one pages
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.
6. Use of simple calculator is allowed.

- Q 1    Answer the following** **10 marks**  
·    Explain in detail the elements of planning.
- Q 2    Answer the following**  
A    Explain the 6 M's of management. **5 marks**  
B    Bring out the steps in selection process. **5 marks**
- Q 3    Answer the following**  
A    What are the qualities of a good manager? **5 marks**  
B    Why is management considered as an art? **5 marks**
- Q 4    Answer the following**  
A    What are the features of planning. **5 marks**  
B    Suggest few ways for an organization to motivate its employees. **5 marks**

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**F.Y.B.A.M.M.C. (SFC) Semester - I**  
**Subject: Introduction to Graphic Arts**  
**Duration: 1 hour**

**Date:** 21/10/2024

**Marks: 30 marks**

**Instructions for the candidate:**

1. This question paper contains one page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

- Q 1    Discuss elements of Design and explain any 4 design elements.    **10 marks**
- Q 2    **Answer the following**
- A    How does the selection tool work in Photoshop? Discuss 3    **5 marks**  
      types of Lasso tool.
- B    What is the Use of the shape tools in Corel Draw?    **5 marks**
- Q 3    **Answer the following**
- A    Write down steps to change Canvas size without touching the    **5 marks**  
      image in Adobe Photoshop.
- B    Explain steps of creating logo.    **5 marks**
- Q 4    **Answer the following**
- A    Discuss color modes CMYK V/S RGB, and how are they    **5 marks**  
      used?
- B    Define Steps for creating an A4 Poster for your college's    **5 marks**  
      Cultural event in Corel Draw?

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**F.Y.B.A.M.M.C (SFC) Semester - I**  
**Subject: Introduction to Media Ethics**

**Date: 22<sup>nd</sup> October 2024**

**Duration: 1 hour**

**Marks: 30 marks**

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**Instructions for the candidate:**

1. This question paper contains one page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

**Q 1 Analyze the case study and answer the following questions. 10 marks**

During the COVID-19 pandemic, a wide range of misinformation and disinformation spread rapidly through various media channels. This included false claims about the virus's origin, its severity, and the effectiveness of different prevention and treatment measures.

- a. What is the responsibility of journalists in combating the spread of fake news?
- b. Discuss the role of social media platforms in the dissemination of fake news about COVID-19.

**Q 2 Answer the following**

A Discuss the key principles outlined in the Press Council of India's Code of Ethics. **5 marks**

B How does staging photographs affect the credibility of journalism? **5 marks**

**Q 3 Answer the following**

A Discuss the issue of hate speech in Indian media. **5 marks**

B How do political pressures influence media freedom in India? **5 marks**

**Q 4 Answer the following**

A How does the portrayal of genders in Indian media contribute to stereotypes and biases? **5 marks**

B Explain the concept of "trial by media" and its ethical implications. **5 marks**

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**F.Y.B.A.M.M.C (SFC) Semester - I**  
**Subject: Introduction to Photography**

**Date:** 23/10/2024

**Duration:** 1 hour

**Marks:** 30 marks

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**Instructions for the candidate:**

1. This question paper contains one page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

- Q 1 Explain Aperture. Discuss the creative effect of 'Aperture' in photography. Comment on suitable subjects for each effect. **10 marks**
- Q 2 Answer the following
- A What do you understand by Hard light & Soft light? Mention four characteristic differences between the two. **5 marks**
- B What is the 'Exposure Triangle?' Discuss the use of it. **5 marks**
- Q 3 Answer the following
- A What are the various types of Lenses? Compare any three types. **5 marks**
- B What is White Balance? Discuss the relation of White balance with Colour Temperature. **5 marks**
- Q 4 Answer the following
- A Define Composition. Explain any four rules of composition with suitable illustrations. **5 marks**
- B Explain the terms: Pixel, Megapixel, Resolution, Pixellation, Reproduction ratio **5 marks**

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**F.Y.B.A.M.M.C (SFC) Semester - I**

**Subject: Communication Skills**

**Date: 24/10/2024**

**Duration: 1 hour**

**Marks: 30 marks**

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**Instructions for the candidate:**

1. This question paper contains one page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

**Q 1 Answer the following 10 marks**

Draft an application letter for the post of content writer in The Times of India along with C.V.

**Q 2 Answer the following**

A What are the guidelines of writing a speech? **5 marks**

B Define reading. Explain the process of reading. **5 marks**

**Q 3 Answer the following**

A Discuss the formal channels of communication. **5 marks**

B Write a paragraph on the topic "Influence of Social Media on youth." **5 marks**

**Q 4 Answer the following**

A Discuss the advantages of group discussion. **5 marks**

B How to overcome organizational barrier? **5 marks**

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**Instructions:**

1. Q.1 is Compulsory.
2. Attempt any 2 from Q. 2 to Q.4.
3. Figures to the right-hand side indicate full marks.

**1. Answer the following**

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Read the passage and answer the following questions given below:-

**PASSAGE :**

Water resource management in ancient India was an essential and sophisticated practice that significantly influenced agriculture, settlement, and daily life. Recognizing the importance of water, communities constructed reservoirs, tanks, and stepwells to effectively capture and store rainwater, particularly in regions reliant on seasonal monsoons. Iconic stepwells, such as the Rani ki Vav in Gujarat, not only provided water but also served as social and cultural hubs.

Large-scale irrigation systems, including canals and embankments, were developed to divert river water to fields, greatly enhancing agricultural productivity and supporting growing populations. Local governance was crucial, with communities collectively managing water resources, fostering a sense of responsibility and sustainable practices. Texts like the Arthashastra highlighted the importance of equitable water distribution and conservation techniques.

Cultural reverence for rivers, particularly the Ganges and Yamuna, influenced water management practices, integrating spiritual beliefs with environmental stewardship. Rituals emphasized purity and respect for water sources, further motivating conservation efforts. Additionally, ancient techniques such as bunds and check dams were implemented to prevent erosion and promote groundwater recharge. This holistic approach to water management not only addressed immediate needs but also laid the foundation for sustainable practices that resonate in contemporary water management strategies.

**QUESTIONS:**

1. What structures did ancient Indian communities build for water management?
2. Name any two of the irrigation systems in ancient India.
3. What role did local governance play in water resource management? Which Ancient text described about the importance of equitable water distribution and conservation techniques.
4. How did cultural beliefs influence water management practices?
5. What techniques were used to promote groundwater recharge in ancient India?

**2. Answer the following:**

- a. Explain any five types of town planning as per Mansara Shilpa Shastra classification? 5
- b. Explain the significance of Antecedents of Modern Tourism in India? 5

**3. Answer the following:**

- a. Elaborate the history of town planning in India. 5
- b. How did the early trade routes of the world influence the spread of tourism in Ancient India? 5

**4. Answer the following:**

- a. Ancient cities like Harappa and Mohenjo-Daro. 5
- b. Importance of wood carvings in Ancient India. 5