

M.L.Dahanukar College of Commerce
S.Y.Bachelors in Arts Multi-Media & Communication
Semester III October 2024
SUBJECT: Corporate Communication and Public Relations

Time: 2.5 hrs

Date: 8/10/2024

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 Analyze the case study and answer the following questions. **(15)**

Southwest Airlines is one of those brands that people love. Their service is good, their staff are friendly, and their flights are cheap. On top of that, they were rated the safest airline in the world – that is, until April 2018. On April 17, 2018, Flight 1380 took off from LaGuardia airport in New York, but ended up having to make an emergency landing in Philadelphia after an engine exploded and ripped open the fuselage, killing one person. Other passengers were able to record footage of their experience, bringing the raw fear of being in trouble in the air to those on the ground. First and foremost, further crisis was averted thanks to the crew on the airplane, which in the end landed safely without any other fatalities or serious injuries. While that was happening, CEO Gary Kelly and his team got to work. They made sure that passengers in Philadelphia had everything they needed, including travel and accommodation arrangements, trauma counseling, and other actual support to make sure that an investigation into the incident could get started immediately. Southwest staff had clear guidelines and checklists that allowed them to carry out the crisis response without anything slipping through the cracks. In the two days following the fatality, Southwest did some amazing work:

- Kelly made a heartfelt, but concise, statement to the passengers and their families. They pulled advertising from social media
- Passengers who stayed in Philadelphia were reminded with notes slipped under their doors that support was available 24/7
- All passengers received personal phone calls and emails offering support and counseling resources
- Passengers were also sent \$5,000 with no strings attached to help "ease the burden" of the situation
- They were also sent a \$1,000 Southwest travel voucher
- Southwest's social media team kept extra tabs online for real-time information to find out exactly what people were saying, posting, and expressing following the incident

- 1) What was the challenge of Southwest Airlines?
- 2) How Southwest handled the crisis?
- 3) What strategy did the company implement for solving the crisis?

- Q2 A Discuss the features of corporate identity. (8)
- Q2 B Explain the copyright guidelines. (7)
- Q2 C Enumerate the roles and responsibilities of an external public relation team. (8)
- Q2 D Discuss few tips that would help in smooth transition after a merger. (7)
- Q3 A What is impact of crisis? (8)
- Q3 B How to build effective media relations? (7)
- Q3 C Discuss the tools of public relation. (8)
- Q3 D Enumerate on media analysis and evaluation. (7)
- Q4 A Discuss the steps in implementing an effective employee communication programme. (8)
- Q4 B What is viral marketing and discuss the advantages of viral marketing. (7)
- Q4 C How should journalist use social media? (8)
- Q4 D Write a note on websites. (7)
- Q5 **Write Short Notes (Any 3)** (15)
1. Advantages of public relation
 2. Persuasion situation theory
 3. Disadvantages of technology
 4. Do's of answering negative comments
 5. Pre crisis

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Semester III October 2024

SUBJECT: Media Studies

Time : 2.5 hrs

Date: 9th October 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 Social Responsibility Theory. What are key elements of social responsibility theory? Explain the counter arguments of social responsibility theory. (15)
- Q2) A** Do you believe that magic bullet theory injects propaganda in the audience? Explain your stand with relevant examples. (8)
- Q2) B** Elaborate the two-step flow theory of Paul Lazarsfeld. (7)
- OR**
- Q2 C** What is propaganda? Discuss its types with examples. (8)
- Q2 D** 'Propaganda is an important tool in politics.' Do you agree with the statement? Justify your answer. (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** Casteism in India is common. Comment. (7)
- Q4 A** What is Henry Jenkin's theory of participatory culture? (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. Mass media and its effect on World War II
 2. OTTs and gender representation
 3. Uses of social media in propaganda
 4. Birmingham school of culture perspective
 5. Bias of Communication

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Semester III October 2024

SUBJECT: Introduction to Photography

Time: 2.5 hrs

Date: 10 OCT 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 Define/ Explain the terms (Any 5) (15)
a. Zoom lens
b. Megapixel g. Exposure
c. Aperture d. Bokeh
e. ISO f. Focal length
- Q2 A Discuss the effect of 'Aperture' on 'Depth of Field.' What are the other factors that affect 'Depth of Field?' (8)
- Q2 B What are the various types of Lenses? Compare any three types from all aspects. (7)
- OR
- Q2 C Explain exposure metering in the camera. Describe the need for various metering modes. (8)
- Q2 D Discuss the various applications of slow shutter speed in creative photography. (7)
- Q3 A What is perspective? Discuss types of perspective. Explain any two applications of perspective in trick photography. (8)
- Q3 B Explain Numbers on lens which read... '90mm/ f-1:2.8 ED / Ø67mm' (7)
- OR
- Q3 C What is 'White Balance?' Establish its relation to 'Colour Temperature. (8)
- Q3 D How does Motion freeze differ from still photography? Give any two subjects suitable for Motion freeze. (7)
- Q4 A What do you understand about the quality of light? Discuss how to alter the Quality of Light to make it suitable for the subject. (8)
- Q4 B What is composition? Discuss any three rules of composition. Support your answer with diagrams. (7)
- OR
- Q4 C What do you understand by the term 'Lighting ratio?' How does lighting ratio help in shooting low-key and High-key effect photography? (8)
- Q4 D Discuss Pixel & Resolution. Establish its relation with Image magnification. (7)
- Q5 Write Short Notes (Any 3) (15)
1. Star Trails
2. Exposure Triangle
3. Special Purpose Lenses
4. Exposure Modes
5. Checkerboard

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Semester III October 2024

SUBJECT: Film Communication I

Time: 2.5 hrs

Date: 11 OCT 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 What is cinema? Write about the history of movies with respect to the following (15)
i) Invention of the Cinematograph
ii) History of Documentaries

Q2 A Why is the director or the filmmaker known as the 'Captain of the ship' when a film is made? (8)

Q2 B State and explain with suitable examples the importance of makeup and costume for a film. (7)

OR

Q2 C Define POV. Differentiate between subjective and objective POV in filmmaking. (8)

Q2 D Discuss the different types of sound used in a film and their importance with the help of relevant examples. (7)

Q3 A Write a note on the contribution of Georges Milies and Lev Kuleshov to the early era of films. (8)

Q3 B State and detail 4 major films from the silent era of films. (7)

OR

Q3 C Write in brief the importance of the first talking film of India - Alam Ara. (8)

Q3 D Explain the characteristics of the developmental era of films. (7)

Q4 A Elaborate on Neo Realism movement of Italian cinema. (8)

Q4 B List and explain the elements of the German Expressionist Movement. (7)

OR

Q4 C Elucidate on the impact of 'Globalisation of cinema'. (8)

Q4 D Write a detailed note on Art v/s Commercial cinema (7)

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

1. Lumiere brothers

2. Set designing

3. Subjective POV

4. Contribution of Hayao Miyazaki

5. Bollywood in 2024

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Semester III October 2024

SUBJECT: ELECTRONIC MEDIA I

Time: 2.5 hrs Date: 7 October 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** What are the rules and regulations for presenting programs on Akashwani and Doordarshan? **(15)**
- Q2 A** Explain in detail the impact of Radio on the people. **(8)**
Q2 B What are the different skills required for a Radio Jockey? **(7)**
- OR**
- Q2 C** What are the limitations of community radio? **(8)**
Q2 D What is the difference between ENG and EFP. **(7)**
- Q3 A** What are the types of cameras? **(8)**
Q3 B What are the positive and negative effects of visuals? **(7)**
- OR**
- Q3 C** Explain the importance of lighting with reference to shooting. **(8)**
Q3 D Explain Production stage of any TV show. **(7)**
- Q4 A** Explain the concept of Signature Tune, Radio spot and Radio bridge. **(8)**
Q4 B Write a radio script for FM channel on the topic 'Festivals in India' with reference to suitable songs. **(7)**
- OR**
- Q4 C** If you want to interview a famous singer for FM channel, frame 8 questions to be asked to him/her and how will you introduce him/her? **(8)**
- Q4 D** What is story board? Explain its importance. **(7)**
- Q5** **Write Short Notes (Any 3)** **(15)**
1. Phone-in programs
 2. Types of microphones
 3. Reality shows
 4. DTH
 5. Types of Editing

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Semester III October 2024

SUBJECT: Computers and Multimedia I

Time: 2.5 hrs Date: 14 OCT 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** Describe the pen tool and its use for tracing alphabets or images in CorelDraw. (15)
- Q2** A Describe how to apply transformations to layers in Photoshop. (8)
Q2 B Discuss the concept of power clipping in CorelDraw. (7)
- OR**
- Q2** C List the key features of the InDesign interface. (8)
Q2 D Explain the purpose of the text wrap palette in InDesign. (7)
- Q3** A Explain the concept of audio normalization. (8)
Q3 B How do you create and manage pages in InDesign? (7)
- OR**
- Q3** C How do you apply styles to text in InDesign? (8)
Q3 D How do you create and apply custom colors and swatches in InDesign? (7)
- Q4** A Explain the chroma key technique and its applications in video production. (8)
Q4 B What are some common video effects available in Premiere Pro? (7)
- OR**
- Q4** C What is the difference between a sequence and a project in Premiere Pro? (8)
Q4 D Explain the concept of multitrack editing in Audition. (7)
- Q5** **Write Short Notes (Any 3)** (15)
1. Marquee tool
 2. Adobe Premiere Pro
 3. Mono
 4. Weld Tool
 5. 5.1 surround sound