

TIBAMMC - semv

2 paper short B.F.T B.B.

(2.5 Hours)

[Total Marks: 75]

- NB: 1. Read the questions carefully before answering**
2. Figures to the right indicate the full marks
3. Give example when necessary

- Q.1** Answer the following (Any one) 15
- A CASE STUDY**
 Royal Enfield (Eicher Motors Limited), one of the world's oldest global motorcycle brands, intends to release a new campaign to show the world the rebirth of its Classic motorcycle. In the subcontinent, Royal Enfield is a leading brand, and the campaign was made to help further expand its global repertoire. The all-new Classic 350 beautifully combines timeless post-war styling from the heydays of the British motorcycle industry, with an absolutely modern and refined ride experience. It almost feels like riding again for the first time.
 The brief is simple: to increase brand awareness amongst the target group.
- a. Outline the Communication Plan. 5
 - b. State the advertising objectives. 4
 - c. Support your advertising strategy using two IMC tools. 6
- OR**
- B** Discuss the Pitching Process in Advertising. How Advertising Agency gain Clients 15
- Q 2** Answer the following
- A** Discuss various methods through which Advertising agencies earn revenue. 8
 - B** Discuss the various types of Advertising Agencies 7
- OR**
- C** Explain the role of account planner in the advertising campaign planning 8
 - D** What are the various elements of the Services Marketing Mix 7
- Q 3** Answer the following
- A** Explain the Gaps Model of Service Quality 8
 - B** Why Agencies Lose Clients? 7
- OR**
- C** Discuss the evaluation Criteria in Choosing an Ad Agency 8
 - D** Explain the Frank Knight theory on the role of uncertainty in Entrepreneurship 7
- Q 4** Answer the following
- A** Discuss various Stages of a Business Plan? 8
 - B** What are the objectives of Sales Promotion 7
- OR**
- C** Discuss various Stages of a Marketing Plan? 8
 - D** Discuss the Push and Pull strategies 7
- Q 5** Write short notes on any three of the following: 15
- a) DAGMAR
 - b) Objectives of Consumer-Oriented Sales Promotion
 - c) Types of Trade Promotions
 - d) Means-End Theory
 - e) Issues in client Agency relationship

(2½ Hours)

[Total Marks: 75]

- NB: 1. Read the questions carefully before answering
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3. Give example when necessary

1. (a) WION India, a 24-hour news channel, aims to launch a health and fitness channel across India, featuring a diverse range of programs for different age groups.

As a researcher suggest an appropriate research design, technique, and sampling method to support their initiative. (10)

1. (b) Calculate the Mean, Median, and Range for the following data:
20, 23, 25, 35, 40, 40, 42, 50, 80. (5)

OR

1. (c) Create a questionnaire to assess the attitudes of youth towards luxury products. (8)

(d) "Role of Artificial Intelligence in social media-Boon or Curse". Write a report analysing the validity of the statement. (7)

2. (a) Define marketing research and elaborate on its nature and scope. (7)

(b) Provide an overview of significance of literature review in research. (8)

OR

2. (c) Describe different types of research designs used in advertising research. (7)

(d) Explain the focus group method of data collection. (8)

3. (a) Discuss various association and completion techniques, providing relevant examples. (7)

(b) Write a note on probability sampling methods. (8)

OR

3. (c) Explain the various methods for conducting product research. (7)

(d) Discuss different pricing research techniques. (8)

4. (a) Write a note on physiological rating scales. (7)

(b) Discuss the various methods of print pretesting. (8)

OR

4. (c) Elaborate on any four attitude measurement scales with appropriate examples. (7)

(d) Write a note on copy research. (8)

5. Explain any three of the following topics: (15)

(a) Desk research.

(b) Post testing.

(c) Hypothesis.

(d) Concept testing.

(e) Measurement Scales

Time- 2½ Hours

[Total Marks: 75]

- NB: 1. Read the questions carefully before answering**
2. Figures to the right indicate the full marks
3. Give example when necessary

Q.1 Case Study: Multimedia campaign and strategy 15

Sony intends to launch a multimedia campaign to promote its new Bravia 7 series smart TVs in India featuring company's own Cognitive Processor XR, mini LED and XR Triluminos Pro technology. It also includes features like Google TV integration and Sony Pictures Core, a movie service from Sony.

Brief for the new campaign: Sony intended its communication to encourage their TG to replace their existing TV with Bravia 7

Answer the following:

- A** Prepare a creative brief for making impact on the target audience. 5
B Create a print advertisement based on the creative brief (One advertisement). 5
C Prepare a 30 sec story board for Television commercial based on the creative brief. 5

OR

Nippon India Mutual Fund is planning to launch an advertising in Print Media. The basic objective of the campaign is to **MAKE INDIA PROSPEROUS** by inculcating the habit of saving and get every household in India to invest in Mutual Funds. The campaign will communicate with TG to stay motivated to invest regularly by celebrating the 7th of every month as Mutual Fund Day and build wealth in a disciplined manner.

Answer the following:

- A** Prepare a creative brief for making impact on the target audience. 5
B Create a print advertisement based on the creative brief (One advertisement). 5
C Prepare a 30 sec story board for Television commercial based on the creative brief. 5

Q 2 Answer the following:

- A** What are the essentials of writing a good copy for Youth 8
B Write a Radio Spot (30 sec) to promote Amul Milk 7

OR

- C** Write a direct mailer to the selected target group promoting the BMW latest model 'The 5 LWB' with Introductory price Rs 72,90,000. After having established a strong foothold in India's long-wheelbase (LWB) sedan market, BMW is now looking at introducing LWB SUVs here. The German brand has three LWB sedans in India: the 3 Series, the 7 Series and the recently launched 5 Series, all aimed at rear passenger comfort. 8
D Discuss various Principles of copywriting 7

- Q 3** Answer the following:
- A** Explain the use of Fear appeal in advertising with two examples **8**
- B** Explain various points to consider about trans creativity in advertising **7**
- OR**
- C** Explain how to write a copy for Seniors **8**
- D** Write a copy for email message promoting Godrej Properties. Godrej Properties Limited is a real estate company with its head office in Mumbai, India and is one of the top three developers in Delhi-NCR, Bangalore, Mumbai & Pune **7**
- Q 4** Answer the following:
- A** Discuss some examples of different tones of voice that might be used in advertising creative strategy development. **8**
- B** Discuss various Elements of Print advertisement **7**
- OR**
- C** Describe various functions of Advertising Slogan. Give three examples **8**
- D** Evaluate any one advertising campaign to have use rational appeal **7**
- Q 5** Write short notes on any three of the following: **15**
- a. Create a copy for an outdoor poster. The brand is Reliance Digital
 - b. Write a copy for sms campaign. The Brand is Wet n joy water park & Amusement park
 - c. Sex appeals in advertising. Give two examples
 - d. Discuss Big Idea with Examples
 - e. Essential for writing copy for children
-

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary
 3. Illustrate your answers with examples

Q1. (a) Explain the following concepts: -

1. Extended identity
2. Brand association
3. Unaided recall
4. Global brand manager
5. Niche brand
6. Logo

(6)

(b) Haldiram's has teamed up with the Turkish Hazelnut Exporters Associations to introduce a line of eight premium hazelnut-based sweets. The sweets are available in various SKUs across 20 stores in the Delhi-NCR region and through Swiggy, with a price of Rs 500 for six pieces of assorted varieties. The launch coincides with the festive season, a time when sweet consumption typically reaches its peak.

As a Brand Management Team answer the following questions

1. Explain the brand leveraging strategy that Haldiram is using by launching the Hazelnut range of sweets? (3)
2. Using the Brand personality scale explain what is the current brand personality of Haldiram brand? (3)
3. Suggest a Brand ambassador for the new variety to be launched by Haldiram's and explain your choice. (3)

Q2.

- a. Explain brand identity traps with examples (8)
 - b. Define Brand. Bring out the differences between brand and product (7)
- OR**
- c. What are the various basis of brand positioning? Explain with example. (8)
 - d. Brand-product Matrix helps in understanding the brand portfolio of an organisation, explain with example. (7)

Q3.

- a. What is the concept of perceptual mapping, explain with the help of any two mobile phone brands. (8)
 - b. Elaborate the role of Corporate Social Responsibility in building a brand. Give examples of any two brands (7)
- OR**
- c. What is Rebranding? Explain two methods of rebranding (8)
 - d. State the advantages and challenges of global branding. (7)

- Q4.
- a. What is Brand Equity? Explain the BAV model of Equity measurement. (15)
- OR**
- b. What are the 10 guidelines for building a strong brand, explain with example? (8)
 - c. Compare and contrast rural Vs urban advertising? (7)
- Q5. a. Write Short Notes on (ANY THREE) (15)
- a. Brand loyalty pyramid
 - b. Co-branding
 - c. Slogan
 - d. Brand building imperatives
 - e. Brand Hierarchy

Time: 2 ½ hrs

Marks: 75

- N.B.: 1. Attempt all questions Internal Choice between Q2 to Q 5. (Q.1 is compulsory)
2. All questions carry equal marks
3. Give relevant examples.

Q.1 Case study 15

Gucci, a luxury fashion brand, has effectively leveraged social media to connect with a younger audience. By embracing platforms like Instagram and TikTok, Gucci showcases its latest collections, collaborates with influencers, and engages with a tech-savvy generation. Through innovative social media strategies, Gucci has revitalized its image and maintained its position as a leading luxury fashion house. Key metrics used to measure the success of these campaigns include increased brand awareness, engagement rates, website traffic, and sales.

- A) How has Gucci used social media to connect with a younger audience? 04
B) What role does influencer marketing play in Gucci's social media strategy? 04
C) How does Gucci leverage social media to showcase its latest collections and trends? 04
D) What are the key metrics Gucci uses to measure the success of its social media campaigns? 03

Q.2

- a) Explain E-marketing and the changing marketing landscape. 08
b) Elaborate on types of Mobile marketing. 07

Or

Q.2

- c) Discuss the types of Digital Marketing? 08
d) Briefly explain the difference between B2C, B2B, C2C & C2B? 07

Q.3

- a) What is Email marketing? Discuss the different kinds of Email marketing. 08
b) Goals and objectives of social media marketing 07

Or

Q.3

- c) Explain Careers in social media marketing? 08
d) Discuss and explain Content strategy for Social Media Marketing? 07

Q.4

- a) Explain Social Media Marketing Cycle. 08
b) Sentiment mining in social media marketing. Elucidate? 07

Or

Q.4

- c) How to use Campaign Management for Facebook? 08
d) Explain usage of Corporate Blogs as CRM tool. 07

Q5) Attempt any three out of Five 15

- a. 8C's of strategy Development
b. Ethics in Social Media Marketing
c. Key features of Social Media Marketing.
d. Usage of Emoji for Social Media Marketing
e. LinkedIn for personal branding.

वेळ: २ ½ तास

गुण: ७५

Q1.A. कोणत्याही एक सामाजिक समस्येवर १५ मिनिटांच्या माहितीपटासाठी स्क्रिप्ट लिहा. (१५)

किंवा

Q1.B. कोणत्या माहितीपटांचा तुमच्यावर कायमचा प्रभाव पडला आहे? तुम्ही अलीकडे पाहिलेल्या सोशल इश्यूज किंवा कल्चरल या प्रकारातील कोणत्याही दोन माहितीपटांचा उल्लेख करा. तुम्ही त्यातून काय शिकलात? (१५)

Q2.A. माहितीपटात संशोधन महत्त्वाचे का आहे? अस्सल संशोधन करण्याचे विविध मार्ग कोणते आहेत? (८)

Q2.B. डॉक्युमेंटरी फिल्म शूट करताना येणाऱ्या आव्हानांचे तपशीलवार वर्णन करा. त्यावर मात कशी करता येईल? (७)

किंवा

Q2.C. विविध प्रेक्षकांपर्यंत पोहोचण्यासाठी उपशीर्षके / संलग्न मथळे का आणि कशी आवश्यक आहेत? स्पष्ट करण्यासाठी योग्य उदाहरणे द्या. (८)

Q2.D. स्क्रिप्टशिवाय कोणत्याही चित्रपटाची कल्पना करता येत नाही. विधानाचे समर्थन करा. (७)

Q3.A. चित्रपटासाठी लोकेशन कसे महत्त्वाचे असते? काय चांगले आहे - नैसर्गिक स्थान किंवा बांधलेला संच? तुमच्या उत्तराचे समर्थन करा (८)

Q3.B. माहितीपटाच्या प्री-प्रोडक्शनसाठी आवश्यक सर्व पैलूंचा उल्लेख करा. जाहिरातीसाठी प्री-प्रोडक्शन वेगळे आहे काय? (७)

किंवा

Q3.C. संगीत फॉली म्हणजे काय? डॉक्युमेंटरी किंवा अँड फिल्ममध्ये व्हॉइस-ओव्हर आणि आवाज हाताळणी कशी मदत करते? (८)

Q3.D. संपादनासाठी कोणती विविध सॉफ्टवेअर्स वापरली जातात? तुमच्या पसंतीच्या सॉफ्टवेअरचा त्यांच्या प्रमुख वैशिष्ट्यांसह उल्लेख करा. (७)

Q4.A. विक्री संकल्पना (सेलिंग कन्सेप्ट) साठीचे टप्पे सांगा? (८)

Q4.B. अयोग्य बजेटमुळे विनाशकारी जाहिरात होऊ शकते. तुम्ही सहमत आहात की असहमत? आपल्या भूमिकेचे समर्थन करा. (७)

किंवा

Q4.C. तुमच्या आवडीच्या कोणत्याही उत्पादनाच्या ३० सेकंदांच्या टीव्ही जाहिरातीसाठी स्टोरीबोर्ड नमुना तयार करा. (८)

Q4.D. एजन्सी/क्लायंटच्या मंजूरीसाठी चांगल्या पिच (pitch)चे महत्त्व काय आहे? (७)

प्र.५ टिपा लिहा: (कोणत्याही ३) (१५)

A. अन्वेषणात्मक माहितीपट

B. माहितीपटात समालोचनाचे महत्त्व

C. अंतिम मास्टर आणि टेलिकास्ट कॉपी बनवणे

D. सारांश

E. जाहिरातीसाठी पोस्ट-प्रॉडक्शन

TIBAMMC Sem-V
Journalism

(2½ Hours)

[Total Marks : 75]

N.B.: All question are compulsory
सर्व प्रश्न अनिवार्य आहेत

Q.1. a) Write the features of the Union Budget and its implications on the Indian economy. **15**

केंद्रीय अर्थसंकल्पाची वैशिष्ट्ये आणि त्याचा भारतीय अर्थव्यवस्थेवर होणारा परिणाम लिहा.

OR

b) What is Business Journalism? Explain the role of business Journalist in detail. **15**
व्यवसाय पत्रकारिता म्हणजे काय? व्यावसायिक पत्रकाराची भूमिका तपशीलवार सांगा.

Q.2. a) Explain the Nirav Modi and Kingfisher Scam in detail? What were the similarities and differences in the investigations of both scams by news organizations? **15**

नीरव मोदी आणि किंगफिशर घोटाळ्याचे तपशीलवार वर्णन करा? वृत्तसंस्थांनी केलेल्या दोन्ही घोटाळ्यांच्या तपासात समानता आणि फरक काय होते?

OR

b) Explain with suitable examples from the Indian aviation industry, why Indian airlines are failing. **07**

भारतीय विमान वाहतूक उद्योगातील योग्य उदाहरणांसह स्पष्ट करा, भारतीय विमान कंपन्या का अपयशी ठरत आहेत.

c) Elucidate on the startup industry in India and discuss the rise of tech and startup journalism in India. **08**

भारतातील स्टार्टअप उद्योगावर स्पष्टीकरण द्या आणि भारतातील तंत्रज्ञान आणि स्टार्टअप पत्रकारितेच्या उदयाविषयी चर्चा करा.

Q.3. a) Describe the role of World Bank, BRICS and Asian development bank in overall economic development of various countries. **15**

विविध देशांच्या एकूण आर्थिक विकासामध्ये जागतिक बँक, ब्रिक्स आणि आशियाई विकास बँकेच्या भूमिकेचे वर्णन करा.

OR

b) Elaborate on the concept of demonetization, its successes and failures. **07**
नोटाबंदीची संकल्पना, त्याचे यश आणि अपयश याविषयी विस्तृतपणे सांगा.

- c) Explain the significance and relevance of Planning Commission and NITI Aayog? 08
नियोजन आयोग आणि नीती आयोग यांचे महत्त्व आणि प्रासंगिकता स्पष्ट करा.

- Q.4. a) Elaborate on the role and functions of the Reserve Bank of India. 15
भारतीय रिझर्व्ह बँकेची भूमिका आणि कार्ये स्पष्ट करा.

OR

- b) What is Globalization ? Explain its impact on International trade in detail. 15
जागतिकीकरण म्हणजे काय? त्याचा आंतरराष्ट्रीय व्यापारावर होणारा परिणाम तपशीलवार सांगा.

- Q.5. Short Notes (Any 3) खालील कोणत्याही तीन टिपा लिहा. 15

- a) 2008 Financial crisis २००८ आर्थिक संकट
b) FERA and FEMA फेरा आणि फेमा
c) Careers in business journalism व्यावसायिक पत्रकारितेतील करिअर
d) Commercial banks व्यावसायिक बँका
e) NIFTY निफ्टी

Time 2 ½ Hours

Total marks-75

- ❖ All questions are compulsory.
- ❖ Figures to the right indicate full marks.
- ❖ Give relevant examples wherever necessary.

Q1. A. How did the Panama Papers case contribute to global changes in financial transparency and accountability, and what were some of the key outcomes following the investigation? (15)

OR

B. Describe how Bernstein and Woodward's reporting for The Washington Post led to the discovery of the Watergate scandal, ultimately implicating the Nixon administration. (15)

Q2. A. Discuss major investigations, including those by the World Anti-Doping Agency (WADA) and the McLaren Report, which detailed the extent of state-sponsored doping and cover-ups. (08)

B. Why is ethics imperative in investigative journalism, and what are some examples that illustrate ethical practices in high-profile investigative cases? (07)

OR

C. Write a note on the Right to Privacy and analyse whether the use of sting operations is an ethical technique in investigative journalism. (15)

Q3. A. What role does research play in investigative journalism, and what methods do journalists use to ensure thorough and accurate investigations? (08)

B. What ethical considerations are essential in investigative journalism, and how do these principles guide journalists in their pursuit of truth while maintaining public trust? (07)

OR

C. What are the key provisions of the Official Secrets Act, and how do they influence press freedom and whistleblowing in matters of national security? (15)

Q4. A. What are some effective fact-checking tools used in journalism, and how do they contribute to maintaining accuracy and credibility in reporting? (08)

B. What are the key challenges to press freedom and the safety of journalists globally, and how do these issues impact the role of journalism in democratic societies? (07)

OR

C. Who is an Investigative Reporter? Enumerate in detail the Career and Opportunities in Investigative Journalism. (15)

Q5. Write Short Notes On (Any 3) (15)

- A. Pegasus Software
- B. Deep Throat
- C. WikiLeaks
- D. Confidentiality of sources
- E. Official Secrets Act

Time: 2:30

Total Marks : 75

1. A. Explain the Digital Skeleton: understanding placing, timing and generation of news story (15)
OR
B. MOJO has transformed the traditional news coverage landscape. Elaborate the statement with the help of any one MOJO news coverage. (15)
2. A. State the seven basic steps of Mobile Reporting (08)
B. Discuss in detail 'News workflow and mobile journalism' (07)
OR
2. C. How mobile differs from established desktop design? (08)
D. How mobile has influenced modern journalism? (07)
3. A. Write a note on augmented reality storytelling and journalism (08)
B. Discuss how to go about planning and building of mobile products? (07)
OR
3. C. Explain with an example how to brand a news using social media (08)
D. Explain about the evolution of wearable? (07)
4. A. Explain verification and authenticity of information (15)
OR
4. B. Explain best practices for process: How design development and content best work together. (15)
5. Short notes (any 3 out of Five) (15)
 - A. Crowd sourcing
 - B. Techniques of generating audience
 - C. Mobile as a newsroom
 - D. Social media policies and ethics
 - E. 360-degree videos

(मराठी रुपांतर)

वेळ : २:३०

एकूण गुण: ७५

- 1.A. डिजिटल आराखडा समजावून सांगा: बातमीची जागा, वेळ आणि निर्मिती समजून घेणे. (15)
- OR
- 1.B. 'मोजो ने पारंपारिक न्यूज कव्हेरेज लँडस्केप बदलले आहे.' कोणत्याही एका मोजो न्यूज कव्हेरेजच्या मदतीने हे वाक्य विस्तृत करा. (15)
- 2.A. मोबाइल रिपोर्टिंगच्या सात मूलभूत चरण सांगा. (08)
- 2 B. 'न्यूज वर्कफ्लो आणि मोबाइल जर्नालिझम' यावर सविस्तर चर्चा करा. (07)
- OR
- 2.C. मोबाइल प्रस्थापित डेस्कटॉप डिझाइनपेक्षा कसा वेगळा आहे? (08)
- 2.D. मोबाईलचा आधुनिक पत्रकारितेवर कसा परिणाम झाला? (07)
- 3.A. ऑगमेंटेड रिअॅलिटी स्टोरीटेलिंग आणि पत्रकारितेवर एक टिपण लिहा. (08)
- 3.B. मोबाइल उत्पादनांचे नियोजन आणि निर्मिती कशी करावी यावर चर्चा करा? (07)
- OR
- 3.C. सोशल मीडियाचा वापर करून एखाद्या बातमीचे ब्रँडिंग कसे करावे हे उदाहरणासह समजावून सांगा. (08)
- 3.D. डिजिटल वियरेबल उपकरणांच्या उत्क्रांतीबद्दल स्पष्ट करा. (07)
- 4.A. माहितीची पडताळणी आणि सत्यता समजावून सांगा. (15)
- OR
- 4.B. प्रक्रियेसाठी सर्वोत्तम पद्धती स्पष्ट करा: डिझाइन विकास आणि आशय एकत्र कसे कार्य करते? (15)
5. शॉर्ट नोट्स (पाच पैकी कोणतीही 3) (15)
- A. क्राउड सोर्सिंग
- B. प्रेक्षक निर्माण करण्याचे तंत्र
- C. न्यूजरूम म्हणून मोबाइल
- D. सोशल मीडिया धोरणे आणि नैतिकता
- E. 360-डिग्री व्हिडिओ

TIME: 2 1/2 HRS

MARKS: 75

Q1. Compose a feature highlighting the daily challenges encountered by senior citizens. (15)

Q2. A. Write a feature on the profile of any famous personality. (7)

B. Discuss the ethical dilemmas that feature writers face when covering sensitive social justice topics. (8)

OR

C. Comment on the statement, "Journalists play a crucial role in amplifying the voices of the urban poor," and draft a letter to the editor addressing their issues. (7)

D. Share your perspective on how to balance the responsibility of reporting with the potential to evoke change in the society. (8)

Q3. A. How can one differentiate between a news article and a feature article? (7)

B. Explain why human interest stories captivate readers, providing relevant examples to support your answer. (8)

OR

C. Anecdotes and illustrations add flavour to the feature. Comment. (7)

D. Outline the structure of an interview and explain how it can be used to develop a feature story, including an example. (8)

Q4. A. Write a feature on a developmental project in India, considering infrastructure development as an indicator of national progress. (15)

Q5. Write short notes on **any THREE**: (15)

- a. Plight of Night Schools in Mumbai
- b. Tourism in Maharashtra.
- c. Condition of Jails in Mumbai.
- d. Ministry of Social Justice & Empowerment
- e. Challenges faced by Person with Disability

वेळ : २: ३० तास

गुण: ७५

टीप : सर्व प्रश्न अनिवार्य आहेत.

- प्र. १. ज्येष्ठ नागरिकांना येणाऱ्या दैनंदिन आव्हानांवर प्रकाश टाकणारे वैशिष्ट्य लेख तयार करा. (१५)
- प्र. २. अ) कोणत्याही प्रसिद्ध व्यक्तिमत्त्वाच्या प्रोफाइलवर एक वैशिष्ट्य लिहा. (७)
ब) संवेदनशील सामाजिक न्याय विषयांचा समावेश करताना लेखकांना ज्या नैतिक दुविधांचा सामना करावा लागतो त्याबद्दल चर्चा करा. (८)
किंवा
- प्र. २ क) "शहरी गरिबांचा आवाज वाढवण्यात पत्रकार महत्त्वाची भूमिका बजावतात," या विधानावर टिप्पणी करा. आणि त्यांच्या समस्यांचे निराकरण करण्यासाठी संपादकाला पत्र तयार करा. (७)
ड) समाजात बदल घडवून आणण्याच्या क्षमतेसह अहवाल देण्याची जबाबदारी कशी संतुलित करावी याबद्दल तुमचा दृष्टीकोन स्पष्ट करा. (८)
- प्र. ३. अ) बातमी लेख आणि फीचर आर्टिकल यात फरक कसा करता येईल? (७)
ब) तुमच्या उत्तराचे समर्थन करण्यासाठी संबंधित उदाहरणे देऊन, मानवी स्वास्थ्य कथा वाचकांना का आकर्षित करतात हे स्पष्ट करा. (८)
किंवा
- प्र. ३. क) उपाख्यान आणि चित्रे वैशिष्ट्यलेखाची चव वाढवतात. टिप्पणी द्या. (७)
ड) मुलाखतीच्या संरचनेची रूपरेषा सांगा आणि उदाहरणासह वैशिष्ट्यपूर्ण कथा विकसित करण्यासाठी ती कशी वापरली जाऊ शकते हे स्पष्ट करा. (८)
- प्र. ४. अ) पायाभूत सुविधांचा विकास हा राष्ट्रीय प्रगतीचा सूचक मानून भारतातील विकास प्रकल्पावर वैशिष्ट्य लिहा. (१५)
- प्र. ५. कोणत्याही तीनवर लहान नोट्स लिहा: (१५)
१. मुंबईतील रात्रशाळांची दुर्दशा
२. महाराष्ट्रातील पर्यटन.
३. मुंबईतील तुरुंगांची अवस्था.
४. सामाजिक न्याय आणि अधिकारिता मंत्रालय
५. अपंग व्यक्तीसमोरील आव्हाने

2½ Hours

Total Marks: 75

Q. 1 Write a news story in an Inverted Pyramid Format in about 200-250 words along with a suitable headline. (15)

In a shocking turn of events, a real estate developer in Mumbai was found brutally murdered inside his office, sparking widespread media attention and raising concerns over growing violence in the city's lucrative real estate sector. The 45-year-old victim, identified as Vikram Deshmukh, was discovered with multiple stab wounds in his office located in Bandra, a prominent area in the western suburbs of Mumbai, on the morning of November 5, 2024. The police have since launched a detailed investigation into what they believe to be a targeted murder, likely linked to a business dispute.

The victim's body was found by his office assistant, who arrived at work early that day. The assistant reportedly called the police after noticing that the office door was ajar and finding Deshmukh lying in a pool of blood, with signs of a violent struggle. The police were quick to respond to the crime scene, where they recovered a large kitchen knife, which they believe was the murder weapon. Deshmukh had been stabbed at least seven times, with wounds to his chest and abdomen, indicating a crime of passion or personal animosity.

The police have described the crime as targeted and have not ruled out the possibility that the murder was pre-meditated. Investigators are exploring several angles, including potential business rivalries and personal vendettas. Deshmukh had been involved in several high-value real estate projects across Mumbai, particularly in the Bandra-Kurla Complex (BKC) area, where real estate transactions are known to attract both legitimate investors and dubious elements from the underworld.

According to police sources, Deshmukh's company had been in the midst of a land deal negotiation with a competing real estate firm. The deal was reported to be worth several hundred crores and was highly contentious, with allegations of illegal land encroachments and disputes over property titles. Authorities believe that the murder could be a result of tensions stemming from this deal, with rivals possibly resorting to violence to eliminate the competition. The police are questioning the victim's business partners, employees, and associates who might have had a direct or indirect role in the transaction.

Mumbai's real estate sector has long been associated with high stakes, money laundering, and the involvement of organized crime syndicates. Over the years, many developers have been targeted either through extortion, violent threats, or, as in this case, direct physical violence. Vikram Deshmukh's company, which had ties to several major developers in the city, was reportedly facing increasing pressure from a rival group that was allegedly backed by local mafia groups.

Mumbai's real estate market has seen a rise in disputes over land deals and construction projects, often fueled by corruption, political influence, and connections to criminal syndicates. The underworld's grip on the real estate sector is well-known, with several incidents of intimidation and even murder linked to business rivalries. Deshmukh's murder fits a pattern of violent acts often seen in the city's competitive real estate industry, and the police suspect that someone with substantial influence in the market could have been involved.

As of now, the police have made three arrests in connection with the murder. Two of the suspects are said to be employees of the rival real estate firm, and a third individual is believed to have ties to the local underworld. The police are continuing their investigation, collecting evidence, and piecing together the timeline leading up to the crime. They have also been reviewing CCTV footage from nearby buildings to track the movements of the suspects in the hours leading up to Deshmukh's murder.

The brutal murder of Vikram Deshmukh has sent shockwaves through Mumbai's real estate community and has raised serious questions about the growing nexus between real estate development and organized crime in the city. As the investigation unfolds, the police are under pressure to bring the perpetrators to justice, and many are calling for tighter regulations in the real estate sector to curb the influence of criminal elements. Deshmukh's murder also highlights the dangers faced by real estate professionals in a city where business disputes can sometimes escalate into deadly violence

Q2. a) Define news and explain different types of news stories? (08)

Q2. b) Explain how accuracy and objectivity often gets compromised in day and age of breaking news. (07)

(OR)

Q2. c) Sports journalism is losing its space in India : agree or disagree? (08)

Q2. d) What are threats a reporter needs to be aware of while doing investigative journalism? (07)

Q3. a) Social media has become a new source of news gathering, explain the pros and cons of the same with examples? (08)

Q3. b) Discuss the coverage of the Israel and Hamas conflict? (07)

(OR)

Q3. c) Broadcast journalism has reduced the importance of Print journalism, agree or disagree? (08)

Q3. d) What are the procedures for writing a news report? (07)

Q4. a) What are the difference between news 'source' and news 'beat'? Give a brief note on beat reporter. (08)

Q4. b) News about environment and other social problems should get more importance in news media. What is your opinion? (07)

(OR)

Q4. c) An ideal interview is said to be the midway between monologue and dialogue. Discuss how a reporter can successfully negotiate this way while taking a news interview. (08)

Q4. d) Journalists are gatekeepers of information". Do you agree? Does this gatekeeping obstruct free flow of information? (07)

Q.5 Write short notes on (Any Three) (15)

- A. Entertainment Journalism
- B. News Sources
- C. Russia and Ukraine Conflict
- D. Hard News Vs Soft News
- E. Sting operations

Duration: 2½ Hours

Total Marks: 75

- N.B. 1. All Questions are compulsory
2. Figures to the right indicate marks

Q1) A) XYZ, an Indian broadsheet newspaper owned by a reputed organisation started in 2005. It has closed the last two of its print editions and has gone entirely digital in 2020. The decision was communicated to employees formally. It is understood to have taken them by surprise. The paper will now operate entirely online. In the press release issued, subscribers have been advised to contact a Mumbai functionary for refunds. The paper was once published from Mumbai, Ahmedabad, Pune, Jaipur, Bengaluru and Indore. In February, the Delhi edition was shut down. The Pune and Bengaluru editions were shut in 2018. The paper has seen as many as 10 editors in its years of existence. More than 100 anxious journalists had lost jobs and were being offered only two months' salary.

Answer the questions based on the excerpt given above.

If you were the marketing head of the company then what measures would you take to ensure its profitability?

What are the different solutions you would offer to increase revenue?

Chalk out a plan to rescue the news media organisation keeping in mind that finances are scarce. (15)

OR

Q1) B) What do you mean by Integrated Marketing Communication (IMC)? Explain the importance of IMC tools while launching any media organization. Create a campaign using a minimum of 2 IMC tools for launching an online edition of a reputed newspaper of your choice. (15)

Q2) A) 'Commercialisation of news is a dangerous trend'. Do you agree with the statement? Elaborate. (08)

Q2) B) Explain with examples the importance of a human resource department in a news media organization in detail. (07)

OR

Q2) C) Explain the concept of Cross media ownership in detail, with the help of relevant examples. (08)

Q2) D) Elaborate on Press and Registration of Books Act (07)

Q3) A) Explain the importance of an editorial department in a news media organization. Chalk out the hierarchy of an editorial in TV News channel. (08)

Q3) B) What are the various ways in which revenue can be generated for a newspaper organisation? Give suitable examples (07)

OR

Q3) C) What are the tactics used by organizations to cut costs and boost finances. How do advertorials and events help in increasing revenue? Give suitable examples (08)

Q3) D) Explain the role Foreign Direct Investment (FDI) played in the growth of the media industry in India. (07)

Q 4) A) What are the different types of ownership patterns in a news media organisation. Explain the pros and cons of each ownership pattern with relevant examples. (15) 5

OR

Q 4) B) Explain the importance of social media marketing for news media organisations today. Give reasons to support your answers (15)

Q 5) Write Short notes on (attempt any three) (15)

A) IRS 2

B) TAM 2

C) Company Act

D) Growth of newspaper-Eenadu

E) Disruptive Innovation 2 1/2