
Instructions for the candidate:

1. This question paper contains 1 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** Read the following case study and answer the questions below it: **5** marks
- BoltX Technologies is an Indian start-up in the wearable tech industry. Their flagship product, is a Fitness Band, offers features similar to international brands like Fitbit but at a more affordable price.
- Product Features:
- Tracks steps, sleep, calories, and heart rate
 - AI-enabled personalized fitness suggestions
 - Water-resistant and available in trendy colours
 - Price: ₹2,999 (mid-range, affordable compared to Apple/Fitbit)
 - Syncs with a mobile app for health insights
- Answer the following:**
- a. Define the target audience of the abovementioned product using demographics and AIO model
 - b. Which two tools of IMC will you use for reaching out to its target audience?
 - c. Suggest two names for the product.
- Q 2** Answer the following
- A Discuss the impact of culture on advertising. 8 marks
- B Enlist steps of creating a consumer persona. 7 marks
- Q 3** Answer the following
- A Discuss any two upcoming trends in advertising with examples. 8 marks
- B What is an in-house ad agency? List its advantages and disadvantages. 7 marks
- Q 4** Answer the following
- A What is public service advertising? Explain its need. 8 marks
- B How to write ads for interactive media? 7 marks
- Q 5** Answer the following
- A Discuss the steps of competitive benchmarking. 8 marks
- B Elaborate on the work of any 2 departments of an ad agency. 7 marks
- Q 6** Answer the following:
- A Creative boutique 5 marks
- B Importance of SWOC analysis 5 marks
- C B2B advertising 5 marks

S.Y.B.A.M.M.C (SFC) Semester - III
Subject: Elements of Pre-Production

Date: 04/10/2025

Duration: 2 hours

Marks: 60 marks

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- Q 1 Create a female lead character for a romantic comedy film using character profile questions. **15 marks**
- Q 2 Answer the following
- A Define and explain subjective and objective POV in a film. **8 marks**
- B State and explain the different methods of story writing. **7 marks**
- Q 3 Answer the following
- A Briefly write about the role of a director in the preproduction stage for a film. **8 marks**
- B Elucidate on the methods of procuring finance for a film. **7 marks**
- Q 4 Answer the following
- A What are the methods of preparing to think visually for a filmmaker? **8 marks**
- B Describe the process of casting and auditioning for a film. **7 marks**
- Q 5 Answer the following
- A Elaborate on the importance of storyboarding. **8 marks**
- B Elucidate on the different types of copyrights available for the film. **7 marks**
- Q 6 Answer the following
- A 'Two college students having a conversation about exams'. Write dialogues. **5 marks**
- B Define Trademarks. **5 marks**
- C Why is it important to finalize the costumes in the pre-production stage? **5 marks**

S.Y.B.A.M.M.C (SFC) Semester - III

Subject: Business Planning & Entrepreneurship Development

Date: 07/10/2025

Duration: 2 hours

Marks: 60 marks

Instructions for the candidate:

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3. Attempt any 3 from Q. 2 to Q.6.
4. Answers to each new question should begin on a fresh page.
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- Q 1 Answer the following. 15 marks
You need to raise Capital for your company. Elaborate the ways of raising fixed and working Capital for your Company.
- Q 2 Answer the following 8 marks
A Explain the characteristics of Entrepreneur.
B Explain arguments in favor of Social Responsibility. 7 marks
- Q 3 Answer the following 8 marks
A Explain the PESTLE Analysis along with relevant examples.
B Explain the remedial measure to solve Venture Set-Up problems. 7 marks
- Q 4 Answer the following 8 marks
A Explain Schumpeter's theory of Innovation.
B What are the areas of Feasibility Study? 7 marks
- Q 5 Answer the following 8 marks
A Explain the importance of Self Help Groups.
B Explain the different types of Marketing channel. 7 marks
- Q 6 Answer the following 5 marks
A SIDBI 5 marks
B Scheduling 5 marks
C BPO 5 marks

S.Y.B.A.M.M.C Semester – III
Subject: Creative Writing
Duration: 1 hour

Date: 09/10/2025

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 | Distinguish between revising and editing. | 10 marks |
| Q 2 | Answer the following | |
| A | Enumerate the elements of grammar affecting writing skills. | 5 marks |
| B | What are the key aspects of script writing? | 5 marks |
| Q 3 | Answer the following | |
| A | What are the types of research for creative writing? | 5 marks |
| B | How to write good website content? | 5 marks |
| Q 4 | Answer the following | |
| A | Explain the importance of creative writing. | 5 marks |
| B | Difference between Diary and Journal. | 5 marks |

S.Y.B.A.M.M.C Semester - III
Subject: Evolution of Indian Media
Duration: 1 hour

Date: 11/10/2025

Marks: 30 marks

Instructions for the candidate:

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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.
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- Q 1 Answer the following. **10 marks**
Write a detail note on independence and rise of newspapers. What is your opinion about future of print media?
- Q 2 Answer the following.
A Discuss the rise of Hindi Language newspapers. **5 marks**
B What is the impact of privatization on Indian Radio ? **5 marks**
- Q 3 Answer the following.
A Explain the impact of British Rule on growth of newspapers in India. **5 marks**
B Explain the role of Doordarshan as public broadcaster. **5 marks**
- Q 4 Answer the following
A Explain in brief Lokmanya Tilak's contribution to the freedom struggle through his newspapers. **5 marks**
B Discuss the significance of underground radio station set up by Usha Mehta. **5 marks**

S.Y.B.A.M.M.C Semester - III
Subject: Elements of Sociology
Duration: 1 hour

Date: 14/10/2025

Marks: 30 marks

Instructions for the candidate:

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- Q 1 Discuss media's portrayal of gender and how society reacts to it. **10 marks**
- Q 2 Answer the following
- A What are folklores? Give examples. **5 marks**
- B Discuss how the media's bias raises ethical concerns. **5 marks**
- Q 3 Answer the following
- A What is ethnocentrism? Give examples. **5 marks**
- B Are media trials good? Justify your answer. **5 marks**
- Q 4 Answer the following
- A Distinguish between primary groups and secondary groups. **5 marks**
- B How can citizen journalism and activism help to create anti-bias agenda? **5 marks**
