

Ty Bmm.

Add

Nov-2017

UNIVERSITY PAPER

T.Y.B.M.M

[ADVERTISING]

SEM-V

NOV. -2017

Q.P. Code :03431

[Time: Two Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:**
1. All Question are compulsory.
 2. Draw Diagrams and give examples wherever necessary.
 3. Figures to the right indicate full marks.

- Q.1 a)** Explain the following concepts. 6
- I. Adoption
 - II. Subliminal Perception
 - III. Dogmatism
 - IV. Ethnocentrism
 - V. Religious sub culture
 - VI. Observational learning
- Q.1 b) Case Study:** 9
- Mr. Sunil Verma is an IT professional in Kolkata. He is working in MNC and getting married to Nisha in the next month. Nisha is also an IT professional. Both of them are planning for their future. They are planning their finances and requirements.
- Questions:**
- i) Mention the various stages of FLC & explain the current FLC stage of Mr. Sunil Verma & Nisha belong to.
 - ii) Give examples of product choices that Nisha and Sunil would make in their current stage& their future stages in life
- Q.2 a)** Explain Freudian Theory in brief. 07
- b)** Opinion Leader is more credible than commercial advertising. Discuss. 08
- OR**
- Q.2 a)** State any three existing ad messages and analyze how the marketer has tried to reduce the cognitive dissonance of the consumer for the product, through the ad. 07
- b)** Explain how a marketer will use SRI VALS II Segmentation to sell a new brand of expensive designer watch. What will be the targeting and positioning strategy used by the company to sell the product in South-Mumbai Market? 08
- Q.3 a)** Write a brief note on message order and message code. 07
- b)** What is the importance of reference groups to marketers and advertisers? What factors affect the reference group influence? 08
- OR**
- Q.3 a)** Analyse different ads at different levels of Maslow's Need Hierarchy. 07
- b)** As an advertiser of Hair Color, what set of target audience would you focus on keeping in mind specific personality traits 08

35
301

Q.P. Code :03431

Q.4 Write an explanatory note on the Tri-component attitude theory with the help of suitable examples. 15

OR

Q.4 Explain Consumer Decision Making Process and state how the brand choice you made while purchasing a PC with the help of the model. 15

Q.5 Write short notes on any 3 of the following: 15

- i) ELM
- ii) Types of appeals
- iii) Diffusion Process
- iv) Indian Core Values
- v) Trait theory of personality



Sub - Brand Building

Q.P. Code :03614

[Time: - 2½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All Questions are compulsory.
 2. Figures to the right indicates maximum marks.
 3. Illustrate your answer with diagrams and examples wherever applicable.

1. A) Explain the following concepts 06
 - a) Range Brands
 - b) Sub Brand
 - c) Logo
 - d) Generic brand.
 - e) Functional benefit
 - f) Core Identity

1. B) Case Study:

INDIA – August 2, 2016-Mondelez India Foods Private Limited, today announced the launch of yet another exciting innovation – Cadbury Dairy Milk Marvellous Creation. After the successful launch of India's first 'centre-filled' Chocolate – Cadbury Dairy Milk Silk Bubbly, Mondelez India, the market leader in the chocolate category in India (as per Nielsen) brings its global product Cadbury Dairy Milk Marvellous Creations to India. Exuberating a fun and playful characteristic, this unique chocolate bar surprises consumers with its distinctive form and unpredictable inclusions. Cadbury Dairy Milk Marvellous Creations will be available in two flavours, Jelly Popping Candy and Cooke Nut Crunch, and will be manufactured at the company's new manufacturing facility in Sri City, Andhra Pradesh.

 - i. Using the Brand Personality Scale, explain what is the current brand personality. 03
 - ii. Is there a need of a celebrity endorser? If yes, suggest a celebrity, justify your answer. 03
 - iii. What extension strategy has the company used. 03

2. A)
 - 1) Discuss the relevance of the Graveyard Model, with reference to Indian Brand. 08
 - 2) What are the four Brand identity traps? 07

OR
2. B)
 - 1) Can a company choose between the various branding strategies? What options do they have? 08
 - 2) Explain the Brand product matrix with an industry example. 07

3. A)
 - 1) Explain the concept of Brand. How does it differ from product? 08
 - 2) Enumerate the advantages & disadvantages of Line extension. 07

OR
3. B)
 - 1) Explain the 10 guidelines for building strong brands. 08
 - 2) Write a note on Co-branding. 07

TURN OVER

2

4. A) Brand Building Blocks.

OR

B) Explain the Brand equity ten.

15

15

5. A) Attempt any three short notes:

15

- a) Loyalty Pyramid
- b) User Imagery
- c) Moving a brand up
- d) The self-Expressive Mode.
- e) Brand Licensing

Q. P. Code: 23094

Media 2: Reach = 80 %, Frequency = 9, TPC = 9, 95,000, AEC = 64,000
Find the % TA, GRP and CPRP for Media 1 and Media 2

2a.2 Answer the following(8)

23,000 people see an advertisement 4 times, 34,000 see an advertisement 6 times and 93,000 people see an advertisement 5 times. Universe is 567,000. Total Cost of Advertising is 91,000. Find Reach%, GVT & CPT.

2. b. Find the average frequency of the advertisement in the magazines using the data given below:

(7)

Readership: Magazine A= 41,000, Magazine B= 64,000, Magazine C = 53,000

Duplication of Magazine A, with Magazine C = 6,000,

Duplication of Magazine B, with Magazine A= 5,000

Duplication of Magazine C, with Magazine B= 4,300,

Insertions: Magazine A= 2, Magazine B= 5, Magazine C = 4

OR

2. Write detailed note on various components of media planning (15)

3. a. Explain the following concepts: -

(8)

- i. Frequency
- ii. SOV
- iii. Cost per thousand
- iv. Scatter buys

b. Discuss the factors affecting choice of Newspaper buying

(7)

OR

3 a. Explain the following concepts:-

(8)

- i. GRP
- ii. Pay-per-click (PPC)
- iii. BARC
- iv. Real time bidding

b. Discuss Retargeting/Remarketing

(7)

4. Answer the following:

a. Write a note on Search Engine Optimisation (SEO)

(8)

b. Advantages and disadvantages of Newspaper Buying(7)

OR

4. Answer the following:

a. Write a note on New Consumer Classification System (NCCS)

8)

b. Write a note on Media Mix

(7)

5. Write short notes on (any 3)

(15)

- a) Media Objectives
- b) Advantages and disadvantages of Television Advertising
- c) Media Audit
- d) Compensation methods in affiliate marketing
- e) Transit advertising

(2.5 Hours)

[Total Marks: 75]

N. B:

1. All questions are compulsory
2. Use of Calculator is permitted
3. Cellular phones are not allowed

1. CASE STUDY:

(15)

Create a Media Plan for Life Insurance Corporation of India. LIC is an Indian state-owned insurance group and investment company headquartered in Mumbai. It is the largest insurance company in India. The schedule will last two months. The advertisements are in colour. The budget for the print campaign is three crore (30000000).

Size:

Magazine: Single and/ or double spread

Newspaper: Half page

Use rate card given below

Dallies	Readership 000's	Rates (in sq cm)	Magazine	Readership 000's	Rate (Full page) colour
The Times of India	7965	4238	India Today (W)	6471	710900
DNA	810	2123	Vanitha (Malayalam) (F)	2829	660000
The Hindu	3732	1770	Karmasangsthaan (Bengali) (W)	682	309,000
The Economic Times	1535	2600	Business India (F)	654	395,000
Lokmat (Marathi)	5887	691	Business Today (F)	815	465,000
Eenadu (Telugu)	1670	1350	SarasSalil (F) (Hindi)	1365	326000
AnandabazarPatrik a (Bengali)	5653	870	Mathrubhumi (W) (Malayalam)	897	203,800
Deepika (Malayalam)	8691	845	Femina (F)	309	780,000
DainikJagran (Hindi)	21241	3260	MeriSaheli (Hindi) (M)	634	2,44,000
Nava Bharat(Hindi)	11398	1250	Grihalaxmi (Malayalam) (M)	750	640000

Rate: Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w))

- 2 Attempt any one between 2a.1 and 2a.2. along with 2.b
[i.e. (Attempt either 2a.1 OR 2a.2 for 8 marks) and 2.b. for 7 marks]

2a.1 Answer the following:

(8)

Media 1: Reach = 40 %, Frequency = 8, TPC = 7, 77,000, AEC = 40,000

9/11/17

TYBMM - SEM - V
Sub:- Copy writing

Q.P. Code : 22104

(2hrs 30 mins)

Total Marks: 75

- Instructions:** (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate marks
(c) Support answers with examples wherever necessary

Q.1 Multimedia Campaign and strategy:-

15

- A. Thumbs Up is a popular beverage in India having a long legacy in the market. Their advertisements are full of adventure, excitement & energy so as to appeal to the youths of the country. They now want to reach out to the older age group as well, who may not be able to connect to the advertising style currently employed by them.

The brief is to employ an appropriate appeal and create a campaign with a possible change of tone and technique, perhaps by having a mature, subtle and sophisticated approach to which the older age group can relate.

Answer the following

- a. Draft a Creative Plan for them. [4]
b. Define their message strategy. [2]
c. Make two print ads based on the brief. [4]
d. Draw a story board for a 30 sec TVC. [5]

OR

- B. Vodafone is a telecommunications service provider in India facing a tough pricing competition in the market due to strategies employed by its rivals, who are providing voice & data services at an extremely low cost. Due to this, Vodafone customers are migrating in large numbers to other service providers and the company is finding it difficult to retain its existing customers.

Brief of the campaign is to stop this large scale migration by users by appealing to their loyalty, and highlighting the quality of their service over its competitors.

Answer the following:

- a. Draft a Creative Plan for them. [4]
b. Define their message strategy. [2]
c. Make two print ads based on the brief. [4]
d. Draw a story board for a 30 sec TVC. [5]

- Q. 2** A. Discuss in brief some major qualities that a copywriter must possess. [8]
B. Write a script for a 20 second radio spot for an educational app "Byju" that will assist students in [7]
studying.

OR

- C. Differentiate between left brain & right brain thinking with examples. [8]
D. Make an Outdoor poster to inform people of a super sale at all the "Shopper's Stop" outlets. [7]

Turn Over

Q.3. Answer the following;-

- A. Discuss any four effective Idea Generation Techniques. [8]
B. Draft an email promoting a holiday tour package from "KESARI TOURS" for the entire family. [7]

OR

- C. Write a brief note on CAN elements of creative advertisements. [8]
D. Write a Direct Mail to prospective customers encouraging them to visit "JAVED HABIB" salon outlets in the Mumbai. [7]

- Q.4. A.** What factors must be kept in mind while creating headlines & subheadlines for a Print Ad? [8]
B. As the Public Relations Officer of a city Bandra Cricket Club, write a Press Release informing the media of the club winning a prominent city tournament. [7]

OR

- C. What are the essentials of writing a good copy for women? [8]
D. Draft a Classified Ad for matrimony search services offered by bharatmatrimony.com [7]

Q.5. Write a short note on any three of the following:

1. Conscious & Unconscious Mind
2. Transcreativity
3. Types of Appeals
4. B2B Advertising
5. SMS Advertising

3/11/17

TYBMM - SEM - V
Sub-Advertising in Contemporary Society

Q.P. Code : 22247

Maximum marks: 75

Duration 2 1/2 hours.

N.B: All Questions are compulsory
All questions carry equal marks.
Kindly support your answers with suitable examples

Q.1 An Indian Food processing unit is planning to launch its **exquisite food items "HEAT AND EAT"** or an Indian **YOGACENTER** have set up their markets abroad. Your Ad Agency has been given the assignment to draw up the Advertising Strategy.

First: Choose any one product/service
Second: Select any two countries from any of the three groups of countries.
The two countries selected cannot be from the same group.

- Group A: USA, UK, FRANCE, GERMANY.
- Group B: JAPAN, CHINA, BRAZIL, SOUTH KOREA.
- Group C: SAUDI ARABIA, QATAR, BAHARIN, KUWAIT

What factors will you keep in mind while developing your advertising Strategy with reference to the two countries selected by you? (15)

- Q.2.** Answer the following:
- A. What is liberalization? Discuss the effects of Liberalization on Indian economy with relevant examples (8)
 - B. Write a detailed note on controversial advertising (7)
- OR**
- C. What is the Difference between FERA and FEMA (8)
 - D. Explain global-local Dilemma in international markets. (7)

- Q.3.**
- A. Discuss the various criticisms levied against Advertising. (8)
 - B. Outline the scope of challenges in International advertising. (7)
- OR**
- C. Explain the connection between popular culture and advertising. (8)
 - D. Bring out the impact of advertising on changing attitudes, behavior, societal norms, perception, needs, and lifestyle. (7)

- Q4.**
- A. Design a social marketing campaign for a **women self-help group manufacturing home-made tiffin services** to be promoted through the Internet. (15)
- OR**
- B. An NGO is promoting a program for **Welfare of Senior Citizens**, design a social marketing campaign for the cause. (15)

- Q.5.** Write short notes on **any three:** (15)
- a. Advertising and children
 - b. Digital advertising.
 - c. Social benefits of advertising.
 - d. Political advertising.
 - e. Stereotypes Gender Bias in advertising.

9/11/2017

soavery.

Q.P. Code : 22247

2

(मराठी भाषांतर)

गुण : ७५

वेळ : 2½ तास

सूचना : सर्व प्रश्न सोडवणे अनिवार्य आहेत

सर्व प्रश्नांना समान गुण आहे

आवश्यक तेथे उदाहरणे द्या

इंग्रजी प्रश्नपत्रिकेची प्रत ही मूळ प्रत म्हणून ग्राह्य धरली जाईल

प्र. १ एक भारतीय अन्न प्रक्रिया युनिटची "HEAT AND EAT" या नावाने उत्कृष्ट फूड आयटमची विदेशी बाजारात कार्य सुरु करण्याची योजना आहे किंवा एक भारतीय योगा केंद्र यांना विदेशात आपली बाजारपेठ स्थापित करायची आहे. प्रसिद्धीसाठीच्या जाहिरात रणनीतीची आखणी करतांना कोणत्या घटकांची नोंद घ्यावी हे तुमच्या जाहिरात संस्थेला ठरवायचे आहे.

१५

१. वरील दोन्हीपैकी कोणताही एक सेवा / उत्पादन निवडा
 २. जाहिरात रणनीतीसाठी कोणत्याही दोन देशांची निवड करा. पण कोणतेही दोन देश एका विभागातील नसावेत
- गट अ : युएसए, युके, फ्रान्स, जर्मनी
गट ब : जपान, चीन, ब्राझील, साउथ कोरिया
गट क : सौदी अरेबिया, कतार, बहरीन, कुवेत
- जाहिराती रणनीतीची आखणी करत असताना ज्या दोन देशांची तुम्ही निवड कराल त्यासाठी कोणते घटक लक्षात घेतले जातील ? स्पष्ट करा.

प्र. २ खालील प्रश्नाची उत्तरे लिहा

अ) उदारीकरण म्हणजे काय ? भारतिय अर्थव्यवस्थेवर उदारीकरणाचा झालेला परिणाम उदाहरणासहित स्पष्ट करा

८

ब) विवादास्पर जाहिराती यावर सविस्तर टिपण लिहा

७

किंवा

क) फेरा (FERA) आणि फेमा (FEMA) यांच्यातील फरक स्पष्ट करा

८

ड) आंतरराष्ट्रीय बाजारातील वैश्विक - स्थानिक पेचप्रसंग म्हणजे काय ?

७

प्र. ३

अ) जाहिरातींच्या विरोधात कोणती टीका केली जाते ? चर्चा करा ८

ब) आंतरराष्ट्रीय जाहिरातीतील आव्हानांची चर्चा करा ७

किंवा

प्र. ३

क) लोकप्रिय संस्कृती आणि जाहीतरी यांच्यातील परस्पर संबंध स्पष्ट करा ८

ड) वृत्ती, वर्तन, सामाजिक नियम, दृष्टीकोन, गरजा आणि जीवनशैली बदलण्यामध्ये जाहिरातींची भूमिका स्पष्ट करा ७

प्र. ४

अ) महिला बचत गटाच्या घरगुती अन्न उत्पादनांना इंटरनेटच्या माध्यमातून प्रमोट करण्यासाठी सामाजिक विपणन मोहीम (social marketing campaign) तयार करा १५

किंवा

ब) वरिष्ठ नागरिकांच्या कल्याणासाठी एक अशासकीय संस्था (NGO) एका प्रमोशनच्या कार्यक्रमाचे आयोजन करत आहे. सामाजिक विपणन मोहिमेसाठी याचे आरेखन करा १५

प्र. ५ टिपा लिहा (कोणत्याही ३) १५

१. जाहिराती आणि लहान मुले
२. डिजिटल जाहिराती
३. जाहिरातींचे सामाजिक फायदे
४. राजकीय जाहिराती
५. जाहिरातीतील साचेबद्ध लैंगिक पूर्वग्रह

QUESTION PAPER

T.Y.B.M.M

[JOURNALISM]

SEM-V

NOV.-2017

[Time: 2½ Hours] making

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Question.No.1 is compulsory.
 2. All questions carry equal marks.
 3. Support your answer with suitable examples.

Q1 Arrange the following news in Inverted Pyramid Style. Supplement it with information wherever required. Also give an appropriate headline.

15

India's telecom subscriber base, mobile and landline combined, touched the 1.18-billion mark at the end of February 2017, according to Telecom Regulatory Authority of India (Trai).

The demand for the once- popular landline phone has been dwindling as cheap mobile handsets, coupled with falling tariffs and freebies, have led to an explosion in cellphone connectivity. Over the past few months, operators including newcomer Reliance Jio, Bharti Airtel and Vodafone, have been doling out attractive offers to woo customers. India currently has a smartphone use base of over 300 million. Nearly 94% of smartphone owners use Android or iOS.

According to Forrester, global mobile device usage is expected to reach more than 5.5 billion users by 2022. "We expect the number of global smartphone users to reach 3.8 billion by 2022, crossing the 50% mark for smartphone penetration by population in 2017 and reaching 66% by 2022," the global research firm gave this statement.

Android is expected to capture 73% of the market share (with more than 1.8 billion users) in 2017, followed by Apple (21%) and Windows (4%). "Large-screen smartphones are contributing to the decline in tablet users. In metric China and India, 65% and 62% of online adult smartphone users, respectively, have a screen size between 5.0 and 6.0 inch," Forrester said.

Whatsapp is most used application in India followed by Youtube on Android platform and Facebook on Apple's iOS platform. Google maps is third most use application by users on both the platform, report says.

The data usage per smartphone user in India will grow to 11GB per month by 2022. The 5G service is expected to be operational in India by 2022 with subscriber base of around 3 million.

Q2. A) Accuracy, Balance, Clarity is the first requirement of good news report. Explain

8

Q2. B) What are the various sources of gathering news for a Journalist?

7

OR

- Q2. C) What are Follow-up stories and its importance? 8
- Q2. D) What is Citizen Journaliism and iis importance? 7
- Q3. A) What is Investigative journalism? Explain with examples. 15

OR

- Q3. B) What are the do's and don'ts while covering disaster stories. Explain with Example. 15
- Q4. A) What are Sting operations? Explain the various tools used in Sting operations. 8
- Q4. B) Explain Maharashtra irrigation scam. 7

OR

- Q4. C) What is Beat Reporting? Explain Political beat with examples 8
- Q4. D) Explain Yellow Journalism 7
- Q5. Write short notes on (ANY THREE) 15

1. RTI
2. Health Beat
3. Anna Hazare Movement
4. Press Conference
5. On-the Spot reporting

Editing

Q.P. Code: 23499

Marks 75

2.30 hours

All questions are compulsory.

Q1. Edit and rewrite the following keeping in mind Style-sheet for spelling, grammatical, factual and punctuation mistakes. Give a suitable headline and suggest an appropriate visual.

(15 Marks)

Central hrd minister India recognises that accountability in financing of education is critical to achieve SDG4 and associated targets. It involves accountability in financing of education in the part of both the development partners and individual countries. Accountability in the part of development partners relates to the commitment to enhance funding that is needed to implement SDG4-Education 2030 agenda. The latest Global Education Monitoring Report which could released recently points out that "at the global level, international commitments to finance the education sector, remains weak". The Report indicates that "only 6 of 28 OECD-DAC countries met their commitment to allocate 0.7% of nasional income to aid." Therefore, OECD developed countries must fulfil their commitment. Ultimately, investing in education is investing in peace and sustainable future.

Accountability on the part of individual countries relate to the commitment to set national appropriate spending targets for education, mobilising financial resources and achieving in a progressive manner the international benchmarks of allocating at least 4% to 6% of gross domestic product (GDP) to education; and/or allocating at least 15% to 20% of public expenditure to education. Accountability on the part of individual countries also relates to an efforts aiming at ensureeng that the available funds that are used efficiently and effectively.

The Government of India recognises that achieving the education development goals and targets set in the context of SDG4-Education 2030 agenda requires increase and well-targeting financing and effective and efficient utilisation of allocated funds. Government of India is investing nearly 4.5 % of gdp on education, despite competing demands on resources. The Central and State/ UT governments have been making efforts for provide adequate and equitable finance to educational priorities. There has been a broad consensus the investment on education be gradually should be increased to reach a level of six per sent in the the Gross Domestic Product (GDP).

Q2. (A) Explain the structure of the editorial department in a daily newspaper. What are the responsibilities of the News Editor in this set-up? (15 Marks)

OR

(B) Describe the importance of the Editor in -Chief in a leading daily newspaper. What are the challenges that he faces and how can he shape public opinion? (15 marks)

Q3. (A) Headlines sell a story: Do you agree with this statement? Describe at least five types of headlines (8 marks)

(B) Explain the principles of page layout. (7marks)

OR

Q3. (A) Why are pictures important to tell a news story? Explain what is a good picture for a journalist (8 marks)

(B) What is a stylebook? How does it help in giving a publication a professional touch? (7 marks)

Q4. Read the following leads and with help of a diagram indicate the placement of any 5 on the front page of a national broadsheet newspaper. Give justification for your placement. (15 Marks)

1) **Chennai:** Normal life in Chennai was affected as heavy rainfall continued in several parts of the metropolis and neighbouring districts on Friday. As per the last update by news agency PTI, the death toll in rain-related incidents in the city reached eight in Tamil Nadu. In spite of some relief in the early hours of the day, the city saw heavy downpour in the evening which continued overnight.

2) **NEW DELHI:** Official statistics indicate an 80% increase in the value of digital transactions in 2017-18, with the total amount expected to touch Rs 1,800 crore in the wake of the impetus provided by demonetisation. The value of digital transactions till October this year, at Rs 1,000 crore, was nearly equal to that for the whole of 2016-17.

3) **New York:** As the CIA on Wednesday made public at least 470,000 files from computers seized during the May 2011 raid on Osama bin Laden's Abbottabad safehouse, the world got a peep into the secret life of the man who was once the world's most wanted. Sandwiched between graphic videos of suicide bombings and beheadings are Bollywood chartbusters sung by Udit Narayan, Kumar Sanu and Alka Yagnik.

4) **Mumbai:** A Reuters report notes that as WhatsApp went down, thousands of people reported about it on social media. "Whatsappdown was the top trending item on Twitter in India, which is WhatsApps biggest market with about 200 million of its billion-plus users.

5) **NEW DELHI:** The Supreme Court (SC) on Friday refused to pass an interim order staying the linking of Aadhaar with mobile numbers and bank accounts. At the same time though, the top court chastised banks and mobile telephone companies for creating panic by sending customers messages saying their accounts will be deactivated if they don't link them to Aadhaar.

6) **Patna:** At least three people were killed and over 10 injured on Saturday morning after a stampede took place at the Simaria ghat in Bihar's Begusarai. The incident occurred at 7 am in a narrow lane near the Simaria ghat where people had gathered on the occasion of Karthik Purnima



7) New Delhi: The Jnanpith award for 2017 goes to one of the most celebrated Hindi writers, Krishna Sobti. Following the unanimous decision amidst the members of the Jnanpith Selection Board, the 97-year-old is to be decorated with India's highest literary honour, in recognition of her outstanding contribution to Indian literature

Q5. Write short notes on any three

(15 Marks)

- a) Subeditor
- b) Typeface
- c) Photo Feature
- d) Press release
- e) Difference Between tabloid and broadsheet

Q.P code: 22734

Marks : 75

Time : 2.30 Hrs

Note- 1) -All Questions are compulsory.
2)- Internal choices are provided.

Q. 1 A) Analyze the difference between any one English daily and any one regional language daily based on parameters like style of reporting, selection of stories and impact on readers. (15)

OR

Q. 1 B) Analyze the future of regional journalism in India and explain the reasons for the speedy growth of regional media in recent times. (15)

Q. 2 A) Examine the evolution of Hindi press post-independence and discuss how it influenced national politics over the last two decades. (08)

B) Discuss the role played by Hindi newspapers during the National struggle for freedom. (07)

OR

Q. 2 C) Examine the contribution of Malayala Manorama and Mathrubhumi bringing about social change in Kerala. (08)

D) Analyze the evolution and development of Telugu Press post independence. (07)

Q. 3 A) Trace the contribution of Marathi press to the Samyukta Maharashtra movement. (08)

B) Write a note on contemporary Marathi journalism and discuss how political patronage shapes Marathi journalism. (07)

OR

Q. 3 C) Comment on Urdu Journalism in pre- independent India. (08)

D) Discuss the reasons for the decline of urdu journalism in India. (07)

Q. 4 A) Discuss and debate whether regional journalism contributes to national integration or promotes regional tendencies by giving relevant examples. (15)

OR

Q. 4 B) Examine the role played by Bengali newspapers in bringing about social reforms and renaissance. Discuss their contribution to India's freedom struggle. (15)

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

- Lokmat
- Anand Bazar Patrika
- S.Sadenand
- Ecnadu
- Regional Television channels

TURN OVER

Q.P. Code : 03375

[Time: 2½ Hours]

[Marks:75

Please check whether you have got the right question paper.

- N.B: 1) Attempt all questions
2) Marks to the right indicate full marks

- Q 1 (A) Discuss the views of either Walter Lippmann or Paul Lazarsfeld on impact of mass media on public opinion. (15)
- Q 2 (A) What are the tools to gauge Public Opinion? How reliable are they? (15)
OR
(C) Briefly analyse the media's coverage of the Bangladesh crisis in 1971 (8)
(D) Discuss the role of the media in the Kargil conflict. (7)
- Q 3 (A) Discuss with examples, the Indian media's coverage of general elections. (15)
OR
(C) How did the media cover India's nuclear policy? (8)
(D) Discuss the media's coverage of Dalit issues. (7)
- Q 4 (A) How did the use of social media affect the Arab Spring? Discuss with relevant examples (15)
OR
(C) How has the media been covering the ISIS? (8)
(D) Write a note on the media's coverage of the insurgency in Nagaland. (7)
- Q. 5 Write short notes on any three: (15)
a. Gaza Crisis
b. Portrayal of Women's Issues in media
c. Agenda Setting Theory
d. Bodo conflict
e. Forest Rights Act

TURN OVER

सुचना: १) सर्व प्रश्न अनिवार्य आहेत
२) उजवीकडील संख्या गुण दर्शवितात

१. (अ) वॉल्टर लिपमॅन किंवा पॉल लाइरफेल्ड यांच्या जनमाध्यमांच्या जनमतावरील परिणामाबाबतच्या मतांवर चर्चा करा. (१५)
२. (अ) जनमत मापनाची साधने कोणती आहेत? ती किती विश्वासाहार्थ आहेत? (१५)
किंवा
(अ) १९७१ च्या बांगलादेश युद्धाचे माध्यम वार्ताकनांचे परिक्षण करा. (८)
(ब) कारगील संघर्षातील माध्यमांच्या भूमिकेची चर्चा करा. (७)
३. (अ) सर्वसाधारण निवडणुकांचे भारतीय माध्यमांचे वार्ताकन उदाहरणासहित चर्चा करा. (१५)
किंवा
(अ) माध्यमांनी भारताच्या अणु धोरणाचे वार्ताकन कशा प्रकारे केले? (८)
(ब) दलितांच्या प्रश्नांसंबंधी माध्यम वार्ताकन चर्चा करा. (७)
४. (अ) अरब क्रांतीमध्ये समाजमाध्यमांच्या वापराचा कसा परिणाम झाला? सुयोग्य उदाहरणासहित चर्चा करा. (१५)
किंवा
(अ) माध्यमे 'आयसिस' चे वार्ताकन कशा प्रकारे करतात? (८)
(ब) नागालॅंड मधील बंडखोरीचे माध्यम वार्ताकन यावर टीप लिहा. (७)
५. टीपा लिहा (कोणत्याही तीन) (१५)
अ. गाझा संघर्ष
ब. माध्यमातील स्त्रियांच्या प्रश्नांचे सादरीकरण
क. कार्यसूची निश्चिती/प्राधान्यकन निश्चिती सिद्धांत
ड. बोडो संघर्ष
इ. वन हक्क कायदा

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Feature and Opinion

Q.P. Code: 22436

Time: $2\frac{1}{2}$ Hours

Marks: 75

1. All questions are compulsory
2. Figures to the right indicate marks
3. Kindly support your answers with suitable examples

Q1. (a) What is a feature? (05)

(b) Differentiate between: (i) Hard news & Soft News

OR

(ii) News reports & Features (10)

Q2. (a) Explain the importance of using Colour & imagery and Anecdotes in Feature Writing (15)

OR

(b) Write a Nostalgic feature or a Human Interest Story based in Mumbai.

(Word limit: 250 – 350 words)

(15)

Q.3 (a) Explain the relevance of Editorials & Editorial page in a newspaper, in today's world.

OR

(a) Explain the layout of an editorial page.

(08)

Q.3 (b) Write an Obituary of a well-known personality of your choice.

(Word limit: 250 -350 words)

(The personality should have passed away between Jun – Oct 2017)

OR

(b) Write a Review of an eatery or a film of your choice.

(Word limit : 250 -350 words)

(07)

Q.4 (a) What is the role of a column in a Newspaper?

Explain any one kind of column: (i) Analytical

OR

(ii) Interactive

(08)

Q.4 (b) Discuss the relevance of writing Travel features

OR

(b) What is a profile & what factors do you need to keep in mind when writing a profile.

(07)

Q.5 Write short notes on: (Any three)

- (i) Types of leads
- (ii) Snippets as a feature
- (iii) Special techniques in Interviews on: e-mail or Television
- (iv) Trend stories & their relevance
- (v) Write a brief profile of P. Sainath

(15)
