

UNIVERSITY PAPER

T.Y.B.M.M.

[ADVERTISING]

SEM-VI

MAY -2018

TYBMM. - Add 2 - Digital media

7/05/2018

Digital media

Add (OR) 1

Q.P. Code: 34941

2.5 hrs
N.B.

Marks: 75

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the question in the sequence given in the question paper

1. CASE STUDY:

15

Mrinda has launched a new ad campaign, which aims to highlight the tremendous examination pressure faced by students. The ad is part of PepsiCo India-owned fizzy orange drink's larger initiative, Release the Pressure, under which the company has also partnered with specialty hospital chain Fortis Healthcare to start a student helpline which will offer counseling services.

The new film brings forward the issue of constant comparison by parents which often leads to lower self-esteem among teenagers. Inspired by focused group discussions conducted across the country with students, the film hopes to be a mirror for society and aims to bring attention to students' distress. It features real teenagers and focuses on the issues of parental pressure, and what happens when parents constantly compare their children to peers, neighbours and siblings.

Questions:

- a. As a digital marketer explain what the key advertising objectives to promote this campaign are. 5
 - b. How would you use Facebook as a platform to promote the campaign? 5
 - c. How would you use Twitter as a medium to promote the campaign? 5
2. Answer the following:
- a. Explain the key concepts in Digital Media 8
 - b. What is SEO? Explain SEO Keyword Optimization 7
- OR**
- c. Explain the important 'on-page optimization' techniques? 8
 - d. Write a short note on Principles of Digital Media Marketing. 7
3. Answer the following:
- a. What are Backlinks?, How to Get Backlinks? What is Google Page Rank? How to Increase Page Rank? 8
 - b. Explain advantages of Digital media. 7
- OR**
- c. Explain lead generation through LinkedIn. 8
 - d. Explain the Difference Between Websites and Blogs. Importance of blogs in digital promotion 7
4. Answer the following:
- a. What is Web analytics? Explain any three widely used web analytical tools 8
 - b. What is log file? What is Log file analysis? 7
- OR**
- c. What is website navigation? 8
 - d. What is content writing? Explain the Core Principles of Content Writing Success 7
5. Write short notes on any three of the following: 15
- a. Enumerate various kinds of cyber crimes
 - b. Discuss the Highlights of Information Technology Act 2000
 - c. Explain certain exclusive rights Copyright Act gives the copyright owner
 - d. Cyber ethics
 - e. Digital security

TYBMM IV sem.
4/05/2018 Contemporary Issues.
Add
Q.P. Code :34367

(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 indicate FULL MARKS.

- Q.1** Answer any five from the following in 4-5 sentences (15)
a) Prenatal Diagnostic Technique
b) Coastal Regulation Zone (CRZ)
c) Land Acquisition Act
d) Kyoto Protocol
e) Jan Lokpal Bill
f) Police (Reform's) in India
g) National Food Security Act 2013
h) CEDAW
i) Domestic and Family Violence Act of 2012
- Q.2** A) Explain the concept of Sustainable Development and what is its need and significance in the recent scenario? (15)
OR
B) Describe the Universal Declaration of Human Rights (UDHR). (08)
C) Write about any two Environmental Movements. (07)
- Q.3** A) Explain in detail the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (15)
OR
B) Evaluate the main provisions of the National Health Policy 2015. (08)
C) Describe the various issues with reference to AFSPA in North Eastern States (07)
- Q.4** A) Discuss how criminalization of politics and religious fundamentalism is responsible for the growth of Communalism in contemporary India. (15)
OR
B) Discuss the various factors leading to Farmer Suicides in India (08)
C) Describe the role and significance of Special Economic Zone in Maharashtra. (07)
- Q.5** Write short notes on any of the three. (15)
a) Tribal Rights and Movements
b) Right to Information Act
c) Development induced Displacement
d) Migration and Identity crisis
e) Salient Features of the Juvenile Justice (Care and Protection of Children) Act, 2015

Add

Q. P. Code: 36084

75 marks . .

2 and ½ hours.

- Note: 1) All questions are compulsory.
2) Figures to the right indicate full marks.
3) Internal choices are provided.

Q 1) A Explain the relationship between self regulation, code of ethics and the legal environment in the media with reference to-

- i) Emblems and Names (prevention of improper use act).
OR
ii) Drugs & Magic Remedies (Prohibition of Objectionable Advertisements) Act.

10

Q1) B i) Examine Naomi Woolf's views on advertising and women in her book The Beauty Myth.

OR

ii) Examine Noam Chomsky's views on Advertising and American polity and society.

5

Q2) A Explain the importance of ethics while advertising to-

- i) Children and advertising
OR
ii) Women and advertising

8

Q2) B i) Write a note on the role of associations in laying down ethical conduct with a special focus on ASCI.

7

OR

ii) Write a note on the role of Press Council of India.

Q3) A i) Discuss the role of CGSI for consumer protection and education.

OR

ii) Examine the importance of Consumer protection Act in improving quality and standards of Indian products. 8

Q3) B i) Examine the importance of intellectual property rights with special reference to the Copyright Act in India. 7

OR

ii) Discuss the role of standardization bodies like Agmark and BIS.

Q4) A i) List some of the unfair trade practices with a special focus on small print clarification and misleading comparisons. 8

OR

ii) Write a note on international bodies like ISO and FDA.

Q4) Bi) How does advertising influence society? Examine the social responsibility of advertising and the role of advertising as a moulder of opinion and values. 7

OR

Q4) Bii) Write a note on the law of defamation in India.

Q5) Write short notes on any three of the following- 15

- a IT Act
- b Political advertising
- c CERC
- d Surrogate advertising
- e customer care centres.

VI sem

TyBmm - Add 3 - Principal and

2/5/2018

Practice of direct
Q.P.Code:34048 marketing

Time - 2.30 hours

Total Marks: 75

N.B

1. All questions are compulsory
2. Give **suitable** examples and diagrams /figures where necessary
3. Use of **simple** calculator is **permitted**
4. All questions carry **equal** marks

Q1. Prepare a Direct Marketing plan for **ANY ONE** (15)

a. Tea Cafe

OR

b. Bags

Keeping in mind the following

1. Product offering
2. Lead generation
3. Database development
4. Methodology/Channels used (e.g. Mailers, Sampling, DRTV etc.)

Q2.a. Calculate the Life Time Value for Mr. Jack & Jones as on March 2013 from the following given data (15)

Particulars	2012	2013	2014	2015	2016
Sales	18,500	43,000	50,000	82,500	99,000
Referrals	2,500	3,000	8,500	11,500	13,300
Indirect cost	2,500	6,500	6,200	9,400	10,400
Direct Mailer	2,400	4,100	6,600	11,900	15,000
Telemarketing	3,000	4,000	7,000	19,000	20,000

Note: 1. All Figures in the table are in Rupees
2. Discount is 10%

OR

Q2. b. Write a note on Scope of telemarketing (08)

Q2.c. Explain LTV and its uses (07)

Q3. Answer the following

- a. Database management plays a crucial role for marketers. Explain the advantages and disadvantages of a bureau. (08)
- b. Highlight the various reasons for the growth of direct marketing? (07)

OR

- c. What are the various methods or techniques of direct marketing? (08)
- d. Distinguish between Mass Marketing verses Direct Marketing with examples? (07)

Q4. Answer the following

- a. What are catalogues? Explain the different types of catalogues. (08)
- b. Explain Relationship Marketing. What are the Characteristics of Relationship Marketing? (07)

OR

- c. What are lists? Explain various types of list. (08)
- d. Discuss the importance of market segmentation in Direct marketing (07)

Q5. Write short note on (ANY THREE) (15)

- a. Trade fair & Exhibitions
- b. Acquisition cost & Brokerage commission
- c. Customer Relationship Management (CRM).
- d. Types of approaches
- e. Cross selling and Up selling

Q. P. Code: 34938

2.5 hrs

Marks: 75

N.B.

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the questions in the sequence given in the question paper

Q1. a). CASE STUDY

(15)

A telecom sector wants to launch in Rural India their products. Formulate and advice an appropriate Research Design and suggest suitable Sampling Method for this service to be a profitable commercial venture. Explain the research process.

OR

b). Answer the following:

- i. Design a questionnaire for a company to find out the response of Plastic Ban by government. (8)
- ii. "Social Media engulfs Family time." Write a report analyzing the validity of the statement. (7)

Q2). Answer the following:

- a) Discuss the importance of Neuroscience in advertising research. (8)
- b) Explain various Physiological Testing methods. (7)

OR

- c) Discuss Copy Testing Process and various methods of copy testing. (8)
- d) Explain the various methods of conducting product research. (7)

Q3). Answer the following:

- a) What are the various methods of Pre-Testing? (8)
- b) Write a note on importance of Marketing Research. (7)

OR

- c) Discuss any three Scaling Techniques. (8)
- d) Discuss the various Projective Techniques used in the Research process. (7)

Q4) Answer the following:

- a) Explain various methods of Branding research. (8)
- b) Explain the challenges to Pre-Testing of advertisement. (7)

OR

- c) Explain what Primary Research? Discuss various methods of primary research. (8)
- d) Discuss Pricing Research methods. (7)

Q5) Explain Any3 of the following.

(15)

- a) Quantitative and Qualitative Research
 - b) Literature Review.
 - c) Copy research
 - d) Hypothesis
 - e) Post Testing Methods.
-

Q. P. Code: 34938

वेळ : २:३० तास

गुण : ७५

टिपणी : सर्व प्रश्न अनिवार्य आहेत.

प्रत्येक प्रश्न क्रमांक अचूक आणि स्पष्ट लिहा .

प्रश्न क्रमांकानुसारच सोडवावेत.

प्रश्न १.केस स्टडी

दूरसंचार विभागाला त्यांचे उत्पादन ग्रामीण भागात आणायचे आहे. यासाठी नफादायक व्यावसायिक उपक्रम सुरु करण्यासाठीचा योग्य संशोधन आराखडा, नमुना निवड पद्धत आणि संशोधन प्रक्रिया सुचवा.

१५

किंवा

i. सरकारने आणलेल्या प्लास्टिक बंदीचा प्रतिसाद जाणून घेण्यासाठी कंपनीला प्रश्नावली तयार करा.

८

ii. सोशल मीडिया कौंट्रिबिक वेळ संपुष्टात आलाय. या विधानाची पडताळणी करण्यासाठी विश्लेषणात्मक अहवाल लिहा.

७

प्र. २ पुढील प्रश्नांची उत्तरे लिहा .

अ. जाहिरातीतील न्युरोसायन्सचे महत्व विशद करा

८

ब. शारीरिक चाचणी पद्धती सविस्तर लिहा

७

किंवा

अ. कॉपीपेस्टिंगची प्रक्रिया सांगून त्यांच्या पद्धती लिहा

८

ब. उत्पादन संशोधनाच्या पद्धती लिहा

७

प्र. ३ पुढील प्रश्नांची उत्तरे लिहा .

अ. जाहिरातीतील पूर्व चाचणीच्या पद्धती सांगा

८

ब. विपणन संशोधनाचे महत्त्व स्पष्ट करा

७

किंवा

अ. कोणत्याही तीन अनुमापन पद्धती सविस्तर लिहा

८

ब. जाहिरातीतील प्रक्षेपण तंत्राच्या वेगवेगळ्या पद्धती लिहा

७

प्र. ४ पुढील प्रश्नांची उत्तरे लिहा .

अ. ब्रँडिंग संशोधनच्या वेगवेगळ्या पद्धती लिहा

८

ब. जाहिरातीत संशोधनात पूर्व चाचणीतील (प्री-टेस्टिंग) आव्हाने सविस्तर लिहा

७

किंवा

अ.. प्राथमिक संशोधन म्हणजे काय ? ते सांगून त्याच्या वेगवेगळ्या पद्धतीवर चर्चा करा

८

ब. किंमत संशोधन पद्धती यावर चर्चा करा

७

प्र. ५ टिपा लिहा (कोणत्याही ३)

१५

- अ. गुणात्मक आणि संख्यात्मक संशोधन
- ब. साहित्य अवलोकन
- क. मसुदा संशोधन (कॉपी रिसर्च)
- ड. गृहीतके
- इ. प्रसारणपूर्वीच्या चाचण्या

TyBmm Agency mgmt

IV sem

TyBmm - Agency mgmt - (IV) sem

26/04/2018

Add

Q. P. Code : 36895

(2½ Hours)

(Total Marks: 75)

Please check whether you have the right question paper.

N.B.: 1) All questions are compulsory.

1. Case Study : (15)
- Dove has come up with Baby Dove a product line for babies. Dove is fairly known for moisturizing skin and that made its entry in this segment easy. One of the key insights behind the products is that baby skin loses moisture five times faster than adult skin. Dove with product line for baby can create a positive impact on the brand altogether. Dove came up with Dove Baby Soap, lotion, oil.
- Beyond the moisturizing impact, Dove earlier has focused on moms and dads with its existing products for years, making the leap to babies fairly easy. Baby Dove will be focused on the primary buyer in the category -- moms -- and in particular bucking up women's self-esteem vs. pressure to be perfect. Instead of Real Beauty, Dove Baby wants to make a campaign for real parenting.
- As a marketing manager of Dove prepare :
- Outline the Communication Plan. (05)
 - State the advertising objectives. (04)
 - Support your advertising strategy using two IMC tools. (06)
2. Answer the following :
- What are the various types of ad agencies? Explain with appropriate examples. (07)
 - How does an advertising agency work? What is the structure of an ad agency? (08)
- OR
- What are the stages in Client-agency relationship? (07)
 - What are the various elements of digital advertising campaign? (08)
3. Answer the following :
- Explain account planning process in detail. (07)
 - What are the five elements of Means-end Conceptualization of Components for Advertising Strategy (MECCAS)? (08)
- OR
- 'Customer expectation and perception creates GAP'. Elaborate with GAP model. (07)
 - Write a note on various agency compensation methods. (08)
4. Answer the following :
- CRM is a method and tool that helps business to manage ad agency. Explain. (07)
 - 'The marketing plan is the specific roadmap that's going to get you there'. Explain the statement with help of steps in marketing plan. (08)
- OR
- Explain in detail Consumer Franchise Building and Non-Consumer Franchise Building promotions. (07)
 - What are the various objectives of trade oriented sales promotion. (08)
5. Write short notes on **any three** of the following : (15)
- Coupon and contest.
 - DAGMAR.
 - Role of account executive.
 - Various POP techniques.
 - 3 stages of buying behavior.

TURN OVER

3A43C78EF12A14F33912714CDB083427

(2½ तास)

(एकूण गुण : 75)

सूचना : 1) सर्व प्रश्न सोडविणे आवश्यक आहेत.

1. केस स्टडी : (15)
- बेबी डव्ह ने लहान मुलांसाठी पोष खांची उत्पादन मालिका बाजारत आणली आहे. डव्ह मॉडस्टर यझिंग प्रमुख ने त्वचेसाठी ओळखिले जे तो आणि यो गॅमेटमध्ये त्याचे वर्चस्व आहे. बळसाठी उत्पादन मालिकेमुळे डव्हच्या संपूर्ण ब्रँडवर सकल प्रभाव पडू शकतो. डव्ह ने बेबी सॉफ्ट, लोशन, तेल पण बाजारत आणले आहे. मॉडस्टर यझिंग इफेक्टिव्ह व्यक्तिरिक्त डव्हने आधीपसूनच आपल्या विद्यमान उत्पादनांसह आई आणि वडलांवर लक्ष केंद्रित केले होते. बेबी डव्ह प्रथमिक खरेदीदर श्रेणीत - आई - आणि विशेषतः स्त्रियांच्या आत्मसन्मान वर जोर देऊन परिपूर्ण होण्यावर भर देईल. फक्त खांच्या सौंदर्याऐवजी डव्ह बेबी खांच्या पलाकत्वसाठी एक मोहिम तयार करू इच्छित आहे. डव्हचा विपणन व्यवस्थापक म्हणून खालील गोष्टी तयार करा :
- अ) संवाद योजनेची रूपरेखा लिहा. (05)
- ब) जडिहरीतीची उद्दिष्टे स्पष्ट करा. (04)
- क) कोणत्याही दोन एकत्रित विपणन संवाद साधनेच्या सहस्यने जडिहरीत रणनीति तयार करा. (06)
2. खालील प्रश्नांची उत्तरे द्या.
- अ) जडिहरीत संस्थेचे विविध प्रकार कोणते? योग्य उदाहरण सह स्पष्ट करा. (08)
- ब) जडिहरीत संस्था कशी कार्य करते? जडिहरीत एजन्सीची संरचना स्पष्ट करा. (07)
- किंवा
- क) ब्रह्मक जडिहरीत न तेसंबंधीतील विविध टप्पे कोणते विविध टप्प्यांत कार्य आहेत? (08)
- ड) डिजिटल जडिहरीत मोहिमेतील विविध घटक कार्य आहेत? (07)
3. खालील प्रश्नांची उत्तरे द्या.
- अ) खालील नियोजन प्रक्रिया स्पष्ट करा. (08)
- ब) जडिहरीत स्ट्रॅटेजीसाठी एम.ई.सी.सी.ए.एस. संकल्पना कार्य आहेत? (07)
- किंवा
- क) ब्रह्मकची अपेक्षा आणि आकलन यामुळे अंतर निर्माण होते. GAP मॉडेलसह स्पष्ट करा. (08)
- ड) एजन्सीच्या विविध आर्थिक मोबदला पद्धतीवर टीप लिहा. (07)
4. खालील प्रश्नांची उत्तरे द्या.
- अ) ब्रह्मक न तेसंबंधी व्यवस्थापन एक अशी पद्धत आणि साधने आहेत जे जडिहरीत संस्थेच्या व्यवस्थापनत मदत करते स्पष्ट करा. (08)
- ब) मॅकेटिंग प्लॅन ह्या एक प्रकारचा नकाशा आहे, ज्याच्या सहस्यने तुम्ही तुमचे लक्ष्य साधू शकता. मॅकेटिंग प्लॅनच्या विविध टप्प्यांच्या सहस्यने हे विधान स्पष्ट करा. (07)
- किंवा
- क) उपभोक्ता फ्रेंच यझी बिल्डिंग व गैर-उपभोक्ता फ्रेंच यझी बिल्डिंग प्रमोशन विस्तृतपणे स्पष्ट करा. (08)
- ड) व्यापार विक्रीच्या प्रमोशनची विविध उद्दिष्टे कार्य आहेत? (07)
5. टिप लिहा (कोणतेही तीन) : (15)
- अ) कूपन आणि स्पर्धा.
- ब) DAGMAR.
- क) अकउंट एव्हिझक्युटिव्हची भूमिका.
- ड) विविध पीओपी तंत्रे.
- इ) खरेदीवर्तनचे 3 टप्पे.

(2½ Hours)

(Total Marks: 75)

N.B.: 1) All questions are compulsory.

1. Case Study :

(15)

Dove has come up with Baby Dove a product line for babies. Dove is fairly known for moisturizing skin and that made its entry in this segment easy. One of the key insights behind the products is that baby skin loses moisture five times faster than adult skin. Dove with product line for baby can create a positive impact on the brand altogether. Dove came up with Dove Baby Soap, lotion, oil.

Beyond the moisturizing impact, Dove earlier has focused on moms and dads with its existing products for years, making the leap to babies fairly easy. Baby Dove will be focused on the primary buyer in the category -- moms -- and in particular bucking up women's self-esteem vs. pressure to be perfect. Instead of Real Beauty, Dove Baby wants to make a campaign for real parenting.

As a marketing manager of Dove prepare :

- Outline the Communication Plan. (05)
- State the advertising objectives. (04)
- Support your advertising strategy using two IMC tools. (06)

2. Answer the following :

- What are the various types of ad agencies? Explain with appropriate examples. (07)
- How does an advertising agency work? What is the structure of an ad agency? (08)

OR

- What are the stages in Client-agency relationship? (07)
- What are the various elements of digital advertising campaign? (08)

3. Answer the following :

- Explain account planning process in detail. (07)
- What are the five elements of Means-end Conceptualization of Components for Advertising Strategy (MECCAS)? (08)

OR

- 'Customer expectation and perception creates GAP'. Elaborate with GAP model. (07)
- Write a note on various agency compensation methods. (08)

4. Answer the following :

- CRM is a method and tool that helps business to manage ad agency. Explain. (07)
- 'The marketing plan is the specific roadmap that's going to get you there'. Explain the statement with help of steps in marketing plan. (08)

OR

- Explain in detail Consumer Franchise Building and Non-Consumer Franchise Building promotions. (07)
- What are the various objectives of trade oriented sales promotion. (08)

5. Write short notes on **any three** of the following :

- Coupon and contest. (15)
- DAGMAR.
- Role of account executive.
- Various POP techniques.
- 3 stages of buying behavior.

TURN OVER

(2½ तास)

(एकूण गुण : 75)

सूचना : 1) सर्व प्रश्न सोडविणे आवश्यक आहेत.

1. केस स्टडी :

(15)

बेबी डव्ह ने लहान मुलांसाठी पोषाखांची उत्पादन मालिका बाजारात आणली आहे. डव्ह मॉडस्चरयझिंग प्रामुख्याने त्वचेसाठी ओळखता जातो आणि या सेगमेंटमध्ये त्यांचे वर्चस्व आहे. बाळासाठी उत्पादन मालिके मुळे डव्ह त्या संपूर्ण ब्रँडवर सकारात्मक प्रभाव पडू शकतो. डव्ह ने बेबी साबण, लोशन, तेल पण बाजारात आणले आहे. मॉडस्चरयझिंग इफेक्टच्या व्यतिरिक्त डव्हने आधीपासूनच आपल्या विद्यमान उत्पादनांसह आई आणि वडलांवर लक्ष केंद्रित केले होते. बेबी डव्ह प्राथमिक खरेदीदार श्रेणीत - आई - आणि विशेषतः स्त्रियांच्या आत्मसन्मानावर जोर देऊन परिपूर्ण होण्यावर भर देईल. फक्त खऱ्या सौंदर्याऐवजी डव्ह बेबी खऱ्या पालकत्वासाठी एक मोहिम तयार करू इच्छित आहे. डव्ह चा विपणन व्यवस्थापक म्हणून खालील गोष्टी तयार करा:

अ) संवाद योजनेची रूपरेषा लिहा. (05)

ब) जाहिरातीची उद्दिष्टे स्पष्ट करा. (04)

क) कोणत्याही दोन एकत्रित विपणन संवाद साधनांच्या सहाय्याने जाहिरात रणनीती तयार करा. (06)

2. खालील प्रश्नांची उत्तरे द्या.

अ) जाहिरात संस्थेचे विविध प्रकार कोणते ? योग्य उदाहरणांसह स्पष्ट करा. (08)

ब) जाहिरात संस्था कशी कार्य करते? जाहिरात एजन्सीची संरचना स्पष्ट करा. (07)

किंवा

क) ग्राहक जाहिरात नातेसंबंधातील विविध टप्पे कोणते विविध टप्प्यांत काय आहेत ? (08)

ड) डिजिटल जाहिरात मोहिमेतील विविध घटक काय आहेत? (07)

3. खालील प्रश्नांची उत्तरे द्या.

अ) खाते नियोजन प्रक्रिया स्पष्ट करा. (08)

ब) जाहिरात स्ट्रॅटेजीसाठी एम.ई.सी.सी.ए.एस. संकल्पना काय आहे? (07)

किंवा

क) ग्राहकांची अपेक्षा आणि आकलन यामुळे अंतर निर्माण होतो. GAP मॉडेलसह स्पष्ट करा. (08)

ड) एजन्सीच्या विविध आर्थिक मोबदला पद्धतींवर टीप लिहा. (07)

4. खालील प्रश्नांची उत्तरे द्या.

अ) ग्राहक नातेसंबंध व्यवस्थापन एक अशी पद्धत आणि साधन आहे जे जाहिरात संस्थेच्या व्यवस्थापनात मदत करते स्पष्ट करा (08)

ब) मार्केटिंग प्लॅन हा एक प्रकारचा नकाशा आहे, ज्याच्या सहाय्याने तुम्ही तुमचे लक्ष्य साधू शकता. मार्केटिंग प्लॅनच्या विविध टप्प्यांच्या सहाय्याने हे विधान स्पष्ट करा. (07)

किंवा

क) उपभोक्ता फ्रेंचायझी बिलिडिंग व गैर-उपभोक्ता फ्रेंचायझी बिलिडिंग प्रमोशन विस्तृतपणे स्पष्ट करा (08)

ड) व्यापार विक्रीच्या प्रमोशनची विविध उद्दिष्टे काय आहेत? (07)

5. टिपा लिहा (कोणतेही तीन) :

(15)

अ) कूपन आणि स्पर्धा.

ब) DAGMAR.

क) अकाउंट एक्झिव्युटिव्हची भूमिका.

ड) विविध पीओपी तंत्र.

इ) खरेदी वर्तनाचे 3 टप्पे.

24/04/2018

TyBmm - VI sem

TyBmm.

Adc

financial mgnt

for marking
Q. P. Code: 34933

TIME: 2.5 HRS.

MARKS : 75

Note - Attempt all questions subject to internal choice
 Figures to the right indicate marks
 Use of simple calculator is permitted
 (Qn. paper for (R-2017) students)

Qn.1. From the following information calculate: 1. Debt Equity Ratio 2. Current ratio. 3. Proprietary ratio 4. Gross profit ratio 5. Net profit ratio 6. Operating ratio 7. Debtors turnover ratio and collection period. 15

Income Statement for the year ended 31-12-17

	Rs.
Sales	5,00,000
Less: Cost of goods Sold	1,40,000
Gross Profit	3,60,000
Less: Operating expenses	1,60,000
Net Profit	2,00,000
Less: Taxation	80,000
Net Profit after taxation	1,20,000

Position Statement as on 31-12-17

Position Statement as on 31-3-17

Particulars	Rs.	Rs.	Rs.
Sources of Funds			
Equity share capital		2,00,000	
10% preference share Capital		3,00,000	
Reserves		1,00,000	
		-----	6,00,000
10% Debentures			4,00,000
Total sources			10,00,000
			=====
Application of funds			
Fixed Assets			8,00,000
Bank	80,000		
Cash	20,000		
Debtors	3,20,000		
Stock	80,000		
	-----	5,00,000	
Less Creditors	1,00,000		

Outstanding Expenses	2,00,000		

		(-)3,00,000	

Total Applications			2,00,000
			10,00,000

OR

1. a) State the functions of Finance. 8
- b) Briefly mention the various sources of borrowed finance. 7

2. A seller provides the following figures for the first quarter of 2017 15

Sales month	Product A in units	Product B in units
January	35,000	30,000
February	25,000	20,000
March	30,000	25,000

The selling price of product A Rs.10, Product B Rs.20
 Prepare a sales budget based on the above data for the first quarter of 2018 assuming:
 i) Sales Quantity of A increases by 10% and sales quantity of B increases by 20 %
 ii) Sales price of A increases by 20% and sales price of B decreases by 10%

OR

- 2 a) Briefly write about the different types of lease contracts. 8
- b) Briefly write about the sources of short term finance. 7

Qn.3. Prepare a cash budget for the period April, May & June from the following, assuming that the opening balance of cash on 1st April was Rs. 3,00,000. 15

Month	Sales Rs.	Purchases Rs.	Wages Rs.	Other Expenses Rs.
January	1,60,000	90,000	40,000	10,000
February	1,60,000	80,000	36,000	12,000
March	1,50,000	84,000	44,000	12,000
April	1,80,000	1,00,000	48,000	14,000
May	1,70,000	90,000	40,000	12,000
June	1,60,000	70,000	36,000	10,000

1. 50% of the purchases and sales were on cash basis.
2. The average collection period of the company is half month and purchases are paid regularly after 1 month.
3. Time lag in payment of wages is one month.
4. Rent of Rs. 1,000 is payable every month.

5. Dividend receivable in May Rs. 36,000.
6. Professional fees to be paid in June Rs. 1,500.
7. Other expenses are paid the same month

OR

- Qn.3 a) Describe the different types of Preference Shares. 8
 b) Briefly outline the features and advantages of Term loans. 7

Qn.4. The sales and profits during two years are as follows: 15

Year	Sales (Rs.)	Profit (Rs.)
2016	15,000	800
2017	18,000	1,400

Calculate: 1) P/V ratio 2) Fixed Cost 3) Break Even Point sales value 4) Profit when sales are Rs. 2,000 5) Sales to earn a profit of 3,000 6) Margin of Safety for both the years.

OR

- Qn.4 a) State the benefits of budgeting. 8
 b) State the factors influencing working capital requirements. 7

Qn.5 a) Classify the following costs on the basis of functions: 5

- i) Carriage outwards
- ii) Manufacturing expenses
- iii) Audit fee
- iv) Carriage inwards
- v) Printing & stationary

b) Classify the following costs on the basis of their behaviour to change in volume: 5

- i) Cost of raw material
- ii) Factory rent
- iii) Manufacturing wages
- iv) Manager's salary
- v) Watchman's salary

c) Calculate the working capital of a Trader under Balance Sheet method: 5
 Cash Rs. 2,000, Creditors Rs. 7,000, Stock Rs. 5,000, Bills Payable Rs. 2,000,
 Debtors Rs. 7,000, Outstanding expenses Rs. 4,000, Bank Rs. 8,000,
 Bills receivables Rs. 4,000.

OR

Qn.5 Write short notes on any three of the following:

15

1. Ploughing back of profits
2. Limitations of ratio analysis
3. Types of Debentures
4. Master Budget
5. Benefits of costing

[वेळ : २- $\frac{1}{2}$ तास]

Please check whether you have got the right question paper.

- सूचना : १. सर्व प्रश्न अनिवार्य आहेत. दिलेल्या पर्यायाचा वापर करा.
२. उजवीकडील अंक गुण दर्शवितात.
३. साध्या गणकयंत्राचा वापर करता येईल.

प्र.१. खालील माहितीवरून किंमती शोधा:

१५

१. Debt Equity Ratio
२. Current Ratio
३. Proprietary Ratio
४. Gross Profit Ratio
५. Net Profit Ratio
६. Operating Ratio
७. Debtors Turnover Ratio and collection period

३१-१२-१७ रोजी समाप्त झालेल्या वर्षाच्या उत्पन्नाचे विवरणपत्र

	रु.
विक्री	५,००,०००
वजा विक्रीसाठी आलेला खर्च	<u>१,४०,०००</u>
दोबळ नफा	३,६०,०००
वजा कामकाजाचा खर्च	<u>१,६०,०००</u>
निव्वळ नफा	२,००,०००
वजा कर	<u>८०,०००</u>
करोत्तर निव्वळ नफा	१,२०,०००

३१-०३-१७ रोजी स्थिती दर्शविणारे ताळेबंद

तपशील	रु.	रु.	रु.
पैशाचे स्रोत			
इक्विटी भाग भांडवल		२,००,०००	
१०% प्रेफरन्स भाग भांडवल		३,००,०००	
राखीव निधी		१,००,०००	६,००,०००

१०% कर्जरोखे			४,००,०००
एकूण स्रोत			१०,००,०००
<u>पैशाचा विनियोग</u>			
स्थिर संपत्ती			८००,०००
बँक	८०,०००		
रोख	२०,०००		
ऋणको	३,२०,०००		
साठा	८०,०००	५,००,०००	
वजा धनको	१,००,०००		
देय खर्च	२,००,०००	(-)३,००,०००	
			२,००,०००
एकूण विनियोग			१०,००,०००

किंवा

१. अ) वित्तसंबंधाची कार्ये कोणती ते लिहा.

ब) कर्जाऊ वित्त पुरवठ्याच्या विविध स्रोतांबद्दल थोडक्यात लिहा.

२. अ) एक विक्रेता २०१७ च्या पहिल्या तिमाहीसाठी खालील आकडे सादर करतो.

विक्रीचा महिना	वस्तू 'अ' चे युनिट्स	वस्तू 'ब' चे युनिट्स
जानेवारी	३५,०००	३०,०००
फेब्रुवारी	२५,०००	२०,०००
मार्च	३०,०००	२५,०००

वस्तू 'अ' ची विक्रीची किंमत रु. १०/- आहे. तर वस्तू 'ब' ची रु. २०/- आहे.

वर दिलेल्या माहितीवर आधारित खालील गोष्टी गृहीत धरून २०१८ च्या पहिल्या तिमाहीसाठी विक्रीचे अंदाजपत्रक बनवा :

१. 'अ' च्या विक्रीच्या मात्रेत १०% वाढ होते आणि 'ब' च्या विक्रीच्या मात्रेत २०% वाढ होते.

२. 'अ' ची विक्रीची किंमत २०% णी वाढते आणि 'ब' ची विक्रीची किंमत १०% नी कमी होते.

ब) ताळेबंद पद्धतीने एका व्यापार्याच्या खेळत्या भांडवलाची किंमत शोधा.

रोख रु. २,०००/- धनको रु. ७,०००/- साठा रु. ५,०००/- देय हुंड्या रु. २,०००/-, ऋणको रु. ७,०००/-, देय खर्च रु. ४,०००/-, बँक रु. ८,०००/- या वयाच्या येणाऱ्या हुंड्या रु. ४,०००/-

किंवा

२. अ) भाडेपट्टा तत्वावरील कराराचे विविध प्रकार थोडक्यात लिहा.

ब) अल्पकालीन वित्त पुरवठ्याच्या विविध स्रोतांबद्दल थोडक्यात लिहा.

- प्र.३. १ एप्रिल रोजी रु. ३,००,०००/- एवढा रोख निधी होता. असे गृहीत धरून खालील माहितीवरून एप्रिल, मे आणि जून या कालावधीसाठी रोखीचे अंदाजपत्रक बनवा. १५

महिना	विक्री (रु.)	खरेदी (रु.)	मजुरी रु.	इतर खर्च (रु.)
जानेवारी	१,६०,०००	९०,०००	४०,०००	१०,०००
फेब्रुवारी	१,६०,०००	८०,०००	३६,०००	१२,०००
मार्च	१,५०,०००	८४,०००	४४,०००	१२,०००
एप्रिल	१,८०,०००	१,००,०००	४८,०००	१४,०००
मे	१,७०,०००	९०,०००	४०,०००	१२,०००
जून	१,६०,०००	७०,०००	३६,०००	१०,०००

- ५०% खरेदी आणि विक्री रोखीवर होती.
- कंपनीचा वसुलीचा सरासरी कालावधी अर्धा महिना आहे. आणि खरेदीची रक्कम नियमितपणे एका महिन्यानंतर दिली जाते.
- मजुरी देण्याचा काल विलंब एक महिना आहे.
- प्रत्येक महिन्याला रु. १,०००/- भाडे देणे आहे.
- में महिन्यात रु. ३६,०००/- समभाग लाभांश येणे आहे.
- जून महिन्यात रु. १,५००/- व्यावसायिक शुल्क द्यावयाची आहे.
- इतर खर्चाची रक्कम त्याच महिन्यात देण्यात येते.

किंवा

- प्र.३. अ) प्रेफरन्स भाग भांडवलांचे विविध प्रकार वर्णन करून सांगा. ०८
ब) मुदतीच्या वित्त पुरवठ्याची वैशिष्ट्ये आणि फायदे सांगा. ०७

- प्र.४. दोन वर्षांतर्गत विक्री आणि नफा खालीलप्रमाणे आहेत : १५

वर्ष	विक्री (रु.)	नफा (रु.)
२०१६	१५,०००	८००
२०१७	१८,०००	१,४००

किंमती शोधा: १. लाभ मात्रा अनुपात २. स्थिर खर्च ३. समविच्छेदन बिंदू विक्री मूल्य ४. विक्री रु. २,०००/- असताना नफा किती होईल ? ५. रु. ३,०००/- चा नफा मिळविण्यासाठी लागणारी विक्री ६. दोन्ही वर्षासाठीचा सुरक्षा स्तर.

किंवा

- प्र.४. अ) अंदाजपत्रकाचे फायदे लिहा. ०८
ब) खेळत्या भांडवलाची रक्कम ठरविणारे घटक कोणते ते सांगा ०७

प्र.५. अ) खालील खर्चाचे कार्यानुसार वर्गीकरण करा.

१५

१. Carriage outwards

२. उत्पादनाचा खर्च

३. लेखापरीक्षण खर्च

४. Carriage inwards

५. छपाई आणि स्टेशनरीचा खर्च

ब) खालील खर्चाचे अनुपातीत बदलानुसार वर्गीकरण करा.

१. कच्च्या मालाचा खर्च

२. कारखान्याचे भाडे

३. उत्पादनाची मजुरी

४. व्यवस्थापकाचा पगार

५. वॉचमनचा पगार

क) समविच्छेदनाचा एक नमुनेदार तक्ता काढा आणि त्यात स्थिर खर्च, चल खर्च, एकूण खर्च, एकूण रेव्हेंयू ०५ आणि समविच्छेदन बिंदू दर्शावा.

किंवा

प्र.५. खालीलपैकी कोणत्याही तीनवर संक्षिप्त टिपा लिहा.

१५

१. नफाचे परत नांगरणे

२. अनुपात चिकित्सेचे मर्यादित्व

३. मास्टर अंदाजपत्रक

४. costing चे फायदे

UNIVERSITY PAPER

T.Y.B.M.M

[JOURNALISM]

SEM-VI

MAY -2018

Q1

TYBMM - III sem.

Journalism

May - 2018

Q.P. Code : 34367

(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 indicate FULL MARKS.

- Q.1** Answer any five from the following in 4-5 sentences (15)
- a) Prenatal Diagnostic Technique
 - b) Coastal Regulation Zone (CRZ)
 - c) Land Acquisition Act
 - d) Kyoto Protocol
 - e) Jan Lokpal Bill
 - f) Police (Reform's) in India
 - g) National Food Security Act 2013.
 - h) CEDAW
 - i) Domestic and Family Violence Act of 2012.
- Q.2** A) Explain the concept of Sustainable Development and what is its need and significance in the recent scenario? (15)
- OR
- B) Describe the Universal Declaration of Human Rights (UDHR). (08)
- C) Write about any two Environmental Movements. (07)
- Q.3** A) Explain in detail the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (15)
- OR
- B) Evaluate the main provisions of the National Health Policy 2015. (08)
- C) Describe the various issues with reference to AFSPA in North Eastern States (07)
- Q.4** A) Discuss how criminalization of politics and religious fundamentalism is responsible for the growth of Communalism in contemporary India. (15)
- OR
- B) Discuss the various factors leading to Farmer Suicides in India (08)
- C) Describe the role and significance of Special Economic Zone in Maharashtra. (07)
- Q.5** Write short notes on any of the three. (15)
- a) Tribal Rights and Movements
 - b) Right to Information Act
 - c) Development induced Displacement
 - d) Migration and Identity crisis
 - e) Salient Features of the Juvenile Justice (Care and Protection of Children) Act, 2015

Digital
Media

TYBmm - Jour
IV sem April

Q.P. Code: 34941

- 2018

2.5 hrs
N.B.

Marks: 75

night

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the question in the sequence given in the question paper

1. CASE STUDY:

15

Mrinda has launched a new ad campaign, which aims to highlight the tremendous examination pressure faced by students. The ad is part of PepsiCo India-owned fizzy orange drink's larger initiative, Release the Pressure, under which the company has also partnered with specialty hospital chain Fortis Healthcare to start a student helpline which will offer counseling services.

The new film brings forward the issue of constant comparison by parents which often leads to lower self-esteem among teenagers. Inspired by focused group discussions conducted across the country with students, the film hopes to be a mirror for society and aims to bring attention to students' distress. It features real teenagers and focuses on the issues of parental pressure, and what happens when parents constantly compare their children to peers, neighbours and siblings.

Questions:

- a. As a digital marketer explain what the key advertising objectives to promote this campaign are. 5
 - b. How would you use Facebook as a platform to promote the campaign? 5
 - c. How would you use Twitter as a medium to promote the campaign? 5
2. Answer the following:
- a. Explain the key concepts in Digital Media 8
 - b. What is SEO? Explain SEO Keyword Optimization 7
- OR**
- c. Explain the important 'on-page optimization' techniques? 8
 - d. Write a short note on Principles of Digital Media Marketing. 7
3. Answer the following:
- a. What are Backlinks?, How to Get Backlinks? What is Google Page Rank? How to Increase Page Rank? 8
 - b. Explain advantages of Digital media. 7
- OR**
- c. Explain lead generation through LinkedIn. 8
 - d. Explain the Difference Between Websites and Blogs. Importance of blogs in digital promotion 7
4. Answer the following:
- a. What is Web analytics? Explain any three widely used web analytical tools 8
 - b. What is log file? What is Log file analysis? 7
- OR**
- c. What is website navigation? 8
 - d. What is content writing? Explain the Core Principles of Content Writing Success 7
5. Write short notes on any three of the following: 15
- a. Enumerate various kinds of cyber crimes
 - b. Discuss the Highlights of Information Technology Act 2000
 - c. Explain certain exclusive rights Copyright Act gives the copyright owner
 - d. Cyber ethics
 - e. Digital security

Q.P. Code :34543

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.
N.B: 1. All questions are compulsory.
2. Internal choices are provided.

- Q.1 A) Explain the importance of Article 19 (1) (a) of the Indian Constitution for media in India. 15
OR
B) Discuss the importance of RTI Act for media. 15
- Q.2 A) Discuss the law of defamation and the points of defense available for Civil and Criminal Defamation cases with examples. 15
OR
B) Explain the provisions of the Official Secrets Act and its importance to media. 08
C) Explain Advertisers' Influence on media in context of media ethics. 07
- Q.3 A) "Media Ethics in India is always bound in controversies." Discuss the statement in light of: trial by media, paid news and shock value used in journalism. 15
OR
B) Explain the importance of Section 124 A of Indian Penal Code with examples. 08
C) Explain law Section 292 and 293 of Indian Penal Code and its affect on the media. Use example to elaborate. 07
- Q.4 A) Explain the functions, rationale, responsibilities and organizational structure of the Press Council of India. Discuss "punitive powers" of PCI. 15
OR
B) State and explain the types of Contempt of Court and its relevance to journalists. Give appropriate examples wherever necessary. 15
- Q.5 Attempt any three of the following: 15
a) Section 153 A and 153 B of IPC
b) Press and Registration of Books Act
c) Working Journalists' Act
d) Confidentiality of sources
e) Indian Evidence Act

Global
media

Q. P. Code : 36024

(2½ Hours)

(Total Marks : 75)

- Instructions:** 1. Answer all questions.
2. Figures to the right indicate full marks.

1. Analyse the Global and National and Regional Media coverage of any one of the following [15]
a. Twitter war between Trump and Kim Jon-Un
b. Dalit Agitation in Maharashtra.

2. A. News coverage in the Global Media shows a distinct bias regarding Third World countries. Discuss this statement. [15]

OR

- B. Analyse the recommendations of the NWICO with reference to the MacBride Report. [15]

3. A. Critically examine the state of the media in North Korea. [8]

- B. Would you consider Al-Jazeera as an alternate voice to the Western Media? Give reasons for your point of view. [7]

OR

- A. Briefly discuss the drawbacks of media conglomerates [8]

- B. Discuss the international media's coverage of Taliban [7]

4. A. "In the coverage of natural disasters in Third World countries, the international media focuses more on negative aspects." Discuss this statement [15]

OR

- B. Discuss the challenges faced by the global media while reporting in conflict zones.

5. Write short notes on any three of the following: [15]

- BBC – CNN rivalry
- Media conglomerates
- Development of social media
- Impact of satellites on global communication
- The media in Japan.

TURN OVER

N.B

1. All Questions are compulsory
2. Figures on right indicate marks.

- Q1. Prepare a script for a news channel for 5 to 7 minutes in Audio/Video/Timeline format on **any 1** of the following. (15)
- a. Mirabaichanu –Common Wealth Games gold medal winner in weightlifting
- OR
- b. Akshay kumar on winning National Film Award.
- Q2. A. Prepare a Radio script of 3-5 minutes on **any 1**. (8)
1. Plastic ban imposed by Maharashtra government
- OR
2. Citizens joining in BMC beach clean-up drive in Mumbai
- B. "Community radio is an instrument of power in changing the lives of people in rural India". Explain (7)
- OR
- Q2. C. Prepare an interview for a radio station of 3 to 5 minutes on **any 1**. (8)
1. on Drug Abuse
- OR
2. On Observing traffic rules
- D. Explain the role of CNN as first news broadcasting television channel. (7)
- Q3. A. Does Panel Discussions on news channel manipulates viewers mind? Comment (15)
- OR
- Q3. B. AIR attempts to reach every section of the Indian population through its different programmes. Do you agree with this view? Briefly discuss the nature and content of AIR programmes with examples. (15)
- Q4. A. Discuss the importance of language in Radio news presentation (8)
- B. TV Talk shows have become very popular these days. Do you agree? (7)
- OR
- Q4. C. Media Convergence is converging of distinct technologies into one. How this has changed the news channel or reporters job? (8)
- D. Explain Commercial Broadcasting Service of All India Radio. (7)
- Q5. Write short notes on **ANY 3**. (15)
- a. Breaking News
 - b. News on AIR
 - c. PrasarBharati
 - d. Aaj Tak
 - e. External Service Division

180

200

Business
Magazine

Q.P. Code: 34883

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions carry equal marks.
2. Figures to the right indicate marks.

- Q. 1 What are the salient features of the Union budget presented in February 2018? (15)
- Q. 2 "Niti Aayog and the Finance Commission are considered to be the steering and wheel of country's economic progress". Discuss. (15)
- OR
- Q. 2 a) Write a detailed note on Jan-Dhan Yojana. (08)
b) Briefly outline the functions of the Reserve Bank of India. (07)
- Q. 3 'Financial dailies and business magazines have taken a leap in the last three decades'. Comment. (15)
- OR
- Q. 3 a) Explain the importance of health magazines. (08)
b) "Environmental journalism has gained significance world wide". Why? (07)
- Q. 4 "Contemporary women magazines are not serious about covering all women related issues" Do you agree? Justify your answer with examples. (15)
- OR
- Q. 4 a) Write a note on Automobile magazines. (08)
b) Discuss the significance of Travel magazine in contemporary times. (07)
- Q. 5 Write short notes on any three. (15)
- i) Sahara Scam
 - ii) SEBI
 - iii) World Bank
 - iv) General Interest Magazines
 - v) Concept of subsidies in the context of Indian economy.

Time : 2Hrs. 30 Mins

Marks : 75

- N.B. 1) Question No.1 is compulsory
2) Figures to the right indicate full marks

Q.1. A. As a marketing head of your newspaper, what measures would you initiate to rescue your publication from persistent losses due to competition from the online media? Chalk out a plan for profitability keeping in mind the financial resources is scarce? 15

OR

Q.1.B. What type of ownership pattern is best suited for today's media organizations? Give reasons for the same. 15

Q.2.A. In what ways can a public relations department help in boosting the image of the news organization? 8

Q.2.B. Explain the role of the editorial department in a newspaper organization. 7

Q.3.A. 'The editorial desk should be free from management's control.' Discuss the importance of this statement with reasoning. 8

Q.3.B. As an HR manager, what are the various aspects that would be looked in to while recruiting media personnel? What would be the qualities the HR would seek in a journalist and a marketing executive? 7

OR

Q.3.C. What impact has online media had on the newspaper and broadcast media industry? 8

Q.3.D. Write in detail the expansion of Sky Network in India. 7

Q.4.A. What are the important features of the Companies Act 2013? 15

OR

Q.4.B. What measures can be taken to reduce the burden of the financial department in a newspaper organization? How important is the role of the Finance department head to keep the costs to a minimum? 15

Q.5. Write Short Notes. (Any 3) 15

1. FDI in print media
2. A case study of Eenadu
3. Network 18
4. Scope of online advertising
5. TAM Ratings & TRS Studies

TURN OVER