

Sy BMM
Sem:- III
Oct- 2019

QUESTION PAPER

S.Y.B.M.M

SEM-III

OCT. - 2019

Date:-04/10/2019

Seat Number:- _____

Time : 2.30 hrs

SYBMM SEM-III

Marks : 75

Subject:- INTRODUCTION TO MEDIA STUDIES

1. Give a detailed account of the theory of Two-Step Flow. [15 Marks]

2. A. To what extent have New Medias penetrated into the main stream of existing media? Substantiate your views with suitable examples. [8 Marks]

B. Comment upon Language being considered as a constituent of media. [7 Marks]

OR

P. How would you opine about various agendas being set in media? Do you feel media prioritises? [8 Marks]

Q. Comment upon Discourse being considered as a constituent of media. [7 Marks]

3. A. Comment upon how propaganda model was benefited by media. [8 Marks]

B. Comment upon Technology being considered as a constituent of media. [7 Marks]

OR

P. "Youth gets influenced by media." Do you agree with this statement? [8 Marks]

Q. Comment upon Religion being considered as a constituent of media. [7 Marks]

4. A. "Gatekeeping is the process through which information is filtered for dissemination, whether for publication, broadcasting, the Internet, or some other mode of communication." How far do you agree with this statement?

[15 Marks]

OR

B. Demonstrate how racist ideologies have reflected in media

[15 Marks]

5. Short Notes: [Any Three]

[15 Marks]

A. Sir Paul Lazarsfeld

B. Professor Stuart Hall

C. Noam and Chomsky

D. Dr Elihu Katz

E. Professor Michel Foucault

Date:-05/10/2019

Seat Number:-_____

Time : 2.30 hrs

SYBMM SEM-III

Marks : 75

Subject:- CREATIVE WRITING

Q.1 Explain the narrative arc of a story. Use an example of any movie/novel to elaborate. (15)

Q.2 What is a difference between script and screenplay? What is treatment? (15)

OR

Q.2 A) What is a genre? Explain any 4 genres with examples. (8)

Q.2 B) Write a two column script for 5 minutes. (7)

Q.3 Elaborate the process of publication with steps. (15)

OR

Q.3 A) Elucidate the difference between a protagonist and antagonist with examples. (8)

Q.3 B) Elucidate the process of publication. (7)

Q.4 Explain elements of poetry. How figures of speech play an important role in poetry? (15)

OR

Q.4 A) Identify the figures of speech in the following lines. (8)

a. Ten thousand saw I at a glance

b. I came, I saw, I conquered

c. Camel is the ship of desert

d. The birds chirped, lions roared, and snakes hissed in the jungle

Q.4 B) Replace the lyrics of any nursery rhyme to make a poem on your mother, keeping the meter, rhyme scheme and rhythm intact. (7)

Q.5 Write short notes on: (Any 3) (15)

a. Point of view

b. Foreshadowing

c. Climax

d. Epic

e. Ghost writing

Date:-07/10/2019

Seat Number:-_____

Time : 2.30 hrs

SYBMM SEM-III

Marks : 75

Subject:- Understanding Cinema

Note: 1. Question number 1 is compulsory.

2. Question number 2, 3, 4 and 5 have internal choice.

3. Figures to the right indicate marks.

Q1. Discuss diverse film genres with examples. (15)

Q2. Explain the journey of Indian cinema from Raja Harishchandra to Bahubali. (15)

OR

Q2. A) Write a critical analysis of your favorite movie. (07)

B) What is Neo Realism in cinema? Discuss its impact on the Indian Films. (08)

Q3. What is the difference between a News Reel, Show Reel, Short Film, Tele Film and Corporate Film? (15)

OR

Q.3 a) How is cinema a melting pot of all mediums? (07)

b) Describe the journey of Indian Parallel cinema with suitable examples. (08)

Q4. Write about the contribution of famous regional film makers to the Indian Films. (15)

OR

Q.4 a) What is the role of digital technology in present cinema? (07)

b) Why are songs an integral part of Indian cinema? (08)

Q5. Write short notes on: **(Any Three)** (15)

- a) Director
 - b) French New Wave
 - c) Marathi New Wave Cinema
 - d) Location
 - e) Camera Angles
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Date:-09/10/2019

Seat Number:- _____

TIME:- 2.30 Hr.

MARKS:- 75

SYBMM Semester III: IPR

- Instructions: a) All questions are compulsory and carry equal marks
b) Figures to the right indicate marks

- Q.1 A State the tools used to communicate with internal publics. 08
Q.1 B What is a Press Release? What are the elements to be considered while devising a press release? 07
- OR
- Q.1 C Define Public Relations and elaborate on the significance of PR. 08
Q.1 D What are the benefits of social responsibility on other interest groups associated with an organization? 07
- Q.2 A What is Propaganda? Distinguish between Propaganda and Public Relations. 08
Q.2 B Explain the factors responsible for growth of Public Relations in India. 07
- OR
- Q.2 C Elaborate on the functions of PR. 08
D Distinguish between Advertising and PR. 07
- Q.3 A Explain the various media tools used by a PR Professional. What are skills required for being a successful PR Professional? 15
- OR
- Q.3 C Describe Media and Non-media Public Relations Tools and the important factors to be kept in mind while implementing them. 15
- Q.4 A Discuss the code of conduct with reference to IPRA in detail. 15
- OR
- Q.4 C Elaborate the public relations campaign planning process with suitable examples. 15
- Q.5 Write short notes: (Any 3)
1. Limitations of In-House PR
 2. PRSA
 3. Community Relations
 4. Impression management techniques
 5. Media Pitch
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SYBMM Semester III: Cultural studies

Q.1. Case Study

15

Our country seems obsessed with fairer skin, may be it came with slave mentality from British time. However TV/media has made it worse and whole country seems to have gone crazy about fairer skin where approximately more than 70% share dusky/brown complexion. This not only brings inferiority complex but also punctures our self-confidence.

Companies promote their fairness product as key to success and only way to achieve anything in life. Teens being vulnerable are most affected by this mania. This endemic had hold on only girls few years ago, but now boys seems to be conscious about their fairness too. As 'Stars' dancing in the tune of 'such companies' tell them to be fair to get girls, get success etc. On-screen Queen Kangana Ranaut has made a bold statement rejecting 2 crore rupees offer to endorse fairness product.

She said "Ever since I was a kid, I have never understood the concept of fairness. Especially, in such a case, as a celebrity, what kind of an example would I be setting for younger people? I have no regrets about turning this offer down. As a public figure, I have responsibilities, It's about my value system. If other stars are doing it, it's highly irresponsible behavior on their part. But if they feel it is correct, I can't change their opinion. I strongly feel that people should be responsible for their actions."

She further added that it is more or less like committing crime, as it affects billions of people and its is clearly misleading them to lose their self-confidence.

Guys, girls, all you people, you are beautiful the way you are. Your health and character makes who you really are and for success in any sphere of life you don't need to be fairer than you are now. Moreover many researches show, these 'fairness products' do more harm than good to your skin.

The Logical Indian salutes Kangana for making a statement on the whimsical society we have about fairer skin.

1. Is racism a rampant affair in India? Justify
2. Do you believe Kangana's stand is right? Why?
3. Do you find many a film stars and celebrities socially irresponsible and culturally unsound? Justify.

Q.2.A) Discuss the significance of culture studies 08

Q.2.B) Is 'caste' an integral aspect culture? Justify. 07

OR

Q.2.P) Discuss different elements of culture 08

Q.2.Q) Discuss the theory of functionalism 07

Q.3.A)	Discuss verbal and non-verbal aspects of language	08
Q.3.B)	Discuss circuit of culture	07
	OR	
Q.3.P)	Discuss the advantages and disadvantages of globalization	08
Q.3.Q)	How have symbols transferred cultural meanings? Discuss with examples	07
Q.4.A)	How has social media impacted culture?	08
Q.4.B)	How is kinship a mode of culture conditioning?	07
	OR	
Q.4.P)	Discuss importance of art and architecture as a cultural expression	08
Q.4.Q)	How has the #metoo movement impacted Indian culture?	07
Q.5	Write short notes (any 3)	
1)	Gender roles	15
2)	Popular culture	
3)	Folklore	
4)	Representation	
5)	Acculturation	

Date:-11/10/2019

Seat Number:-_____

Time : 2.30 hrs

SYBMM SEM-III

Marks : 75

Subject :- Advance Computer

Q1. A What is Search Engine? Explain its various types? (15)

What is SEO? Explain on-page optimization and off-page optimization in detail

Q2. A Explain the following (8)

- 1) HTML Image
- 2) HTML Video

B What is CSS? Apply CSS to the following HTML Elements? (7)

- 1) Paragraph
- 2) Heading
- 3) Image

OR

Q.2 P Explain inline, internal and external css with suitable example (8)

Q Explain the various steps involved in launching a website (7)

Q.3 A Explain the 7 elements of forms in html with code and a neat diagram. (8)

B What is social media marketing? How do companies use Facebook to reach its audience? Cite with relevant case studies. (7)

OR

Q.3 P Design a page in HTML to show the types of formatting tags with an output. (8)

Q What is content marketing? How is it helping companies to build an online presence? Explain with examples. (7)

Q.4 A What are layers, masks and symbols in adobe Flash? Explain in detail. (8)

B Explain Video Transitions and Video Effects with suitable examples (7)

OR

Q.4 P Explain the graphical user interface of Adobe Dreamweaver with a neat diagram. (15)

Q.5 Write Short-notes on (Any 3) (15)

1. Classic tweening & Shape tweening
2. 2D Animation
3. 3D Object
4. Transition effect in Premiere Pro
5. Facebook