

Duration: 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

Q1. CASE STUDY: Multimedia Campaign

15

A. Having been in the Indian market for some time now, Nestle India plans to make a vegan edition of Kitkat. With plant-based products becoming a norm for many brands and product categories, Kitkat plans to enter the vegan chocolate market in India with a bang! The campaign focuses on benefits of plant based products and the fact that your favourite KitKat will retain the same classic taste.

1. Prepare a creative brief for making an impact on the target audience 4
2. Suggest an appropriate message strategy 2
3. Create a print advertisement based on the creative brief (One advertisement). 4
4. Prepare a 30 sec story board for Television commercial based on the creative brief. 5

OR

B. What started as an on-demand food delivery platform in India in 2014, Swiggy is well on its way to becoming the preferred urban dweller's choice for comprehensive on-demand delivery with Swiggy Instamart. The brand plans to make itself the one-stop-shop for gifting options on festive occasions.

Gifting thus being the main theme of the campaign.

15

1. Prepare a creative brief for making an impact on the target audience. 4
2. Suggest an appropriate message strategy 2
3. Create a print advertisement based on the creative brief (One advertisement) 4
4. Prepare a 30 sec story board for Television commercial based on the creative brief. 5

Q2. Answer the following:

- A) What is Trans creativity? Explain with examples 8
 - B) Write a Direct Mailer announcing Burger King's new menu for kids. 7
- OR
- C) What are the responsibilities of a good copywriter? 8
 - D) Create a radio spot for Cadbury's Dairy Milk Silk Oreo edition. 7

Q3. Answer the following:

- A) Short note on the BIG IDEA. Give examples. 8
 - B) Discuss Idea Generation Techniques. 7
- OR
- C) What is Creativity and what are the various stages of the creative process? 8
 - D) Prepare an Outdoor poster for Boat's newest AirPods. 7

Q4. Answer the following:

- A) Discuss Writing for Youth Vs Writing for Senior Citizens 8
 - B) Explain the guidelines for writing television copy 7
- OR
- C) Evaluate the copywriting style of any one advertising campaign by an ad agency for its clients 8
 - D) Draft an email promoting new holiday packages by Yatra.com for Diwali 7

Q5. Write short notes on ANY THREE of the following: 15

- A) Write a classified ad for a new resort opening in Goa.
- B) Discuss an ad keeping in mind Humour appeal
- C) What is an infomercial?
- D) What is "Slice of Life" concept in ads? Give an example.
- E) Discuss Slogans and their importance, with an example.

Time: 2.5 HRS

Total MARKS: 75

- N.B.: 1. Read the questions carefully before answering
 2. Figures to the right indicate the full marks
 3. Give example when necessary
 4. Calculators are allowed

1. (a) Big news, a 24- hour news channel, wishes to launch a new streaming service across India. The OTT platform would showcase a wide variety of content for viewers of different age groups. As a researcher suggest an appropriate research design, research technique and sampling method to facilitate their plan. 10
- (b) Compute Mean, Median, Mode and Range for the following data. 5
 20,23,25,35,40,40,42,50,80.
- OR**
- (c) Design a questionnaire to find out the reaction of the youth towards controversial advertising. 8
- (d) "Excessive TV watching leads to obesity among children". Write a report analyzing the validity of the statement. 7
2. Answer the Following:
- (a) Discuss the various methods of conducting product research. 8
- (b) Write a note on the importance of literature review. 7
- OR**
- (c) Explain the advantages and disadvantages of Focus Group discussion. 8
- (d) Discuss the nature and scope of marketing research in India. 7
3. Answer the Following:
- (a) Explain the various methods of conducting copy research. 8
- (b) Write a note on pricing research. 7
- OR**
- (c) Discuss the types and the significance of secondary data in marketing research. 8
- (d) Mention the guidelines for designing a good questionnaire. 7
- 4 Answer the Following:
- (a) Discuss projective techniques in detail. 8
- (b) Write a note on probability sampling. 7
- OR**
- (c) Discuss various print and broadcast pretesting methods. 8
- (d) Explain different physiological rating scales used in advertising research. 7
5. Explain Any3 of the following. 15
- (a) Hypothesis.
- (b) Survey method.
- (c) Research design.
- (d) Concept testing.
- (e) Measurement scales

[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. Unaided awareness
2. Brand Association
3. Composite Co- Branding
4. Range Brand
5. Corporate Image
6. Service Brand

(6)

(b) Case Study:

Tibetan and Chinese quick- service restaurant (QSR) chain Wow! Momo has forayed into fast -moving consumer goods sector with its frozen momos. Initially the frozen momos will be available via Big Basket in 10 major cities of India.

On the basis of the above information answer the following:

1. What line extension strategy would you suggest? Justify. (3)
2. Analyze the current brand personality of Wow! Momos using the brand personality scale. (3)
Who would you like to use as a Brand Ambassador based on the Brand Personality and why? (3)

Q2.

- a. What are the four brand identity perspectives (8)
- b. State and briefly explain the various types of Brand-leveraging strategies? (7)

OR

- c. What is Brand revitalizing? Explain with example the ways in which revitalizing can be done. (8)
- d. Describe the various practices that can be used for successful retail branding. (7)

Q3.

- a. Explain various advantages of building a strong brand image? (8)
- b. How can CSR activities be used for Brand Building? (7)

OR

- c. Explain various stages of growth and maturity of brands with a suitable example (8)
- d. What are Brand Building Imperatives (7)

Q4.

- a. Explain the Brand Asset valuator (BAV) with Power grid. (15)

OR

- b. Elucidate Brand Building Blocks. (8)
- c. Write a note on Corporate Advertising (7)

Q5. Write Short Notes on (ANY THREE)

(15)

- a. Brand v/s Product
- b. Service Brands
- c. Brand Loyalty Pyramid
- d. Rural Advertising
- e. Global Brand Manager

TV8mm

11/12/2013

Time:(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

A CASE STUDY

Aquafina is launching a new campaign to create an affinity between consumers and the brand. Right now, 70% of Indians are walking around dehydrated. They know that they should be drinking more water, but they aren't sure why. And so they turn to other drinks to quench their thirsts, not realizing the extent to which drinking more water can improve their health and make them look and feel better.

With Aquafina Drinking Water, the fact that water is key to healthy living and the need for people to take cognizance of the quality of water they drink.

As a marketing manager at Aquafina, prepare

- a. Outline the Communication Plan. 5
- b. State the advertising objectives. 4
- c. Support your advertising strategy using two IMC tools. 6

B What Is the Role of an Advertising Agency? Discuss various functions and the structure of an advertising Agency 15

Q 2 Answer the following

A Explain Account planning process 8

B Describe various Types of Advertising agencies 7

OR

C Explain GAP Model of Service Quality with the help of a real life Example 8

D Discuss the role of account planning in advertising 7

Q 3 Answer the following

A Discuss the contents of a good marketing Plan 8

B Stages in the client-agency relationship 7

OR

C Discuss the contents of a good Business Plan 8

D Discuss any two theory of Entrepreneurship 7

Q 4 Answer the following

A The Scope and Role of Sales Promotion 8

B Various types of Trade – oriented sales promotions 7

OR

C Objectives of Sales Promotion 8

D Various types of Consumer – oriented sales promotions 7

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

- a. Methods of Equity Financing
- b. Any two methods of Generating New Idea for Entrepreneurs
- c. DAGMAR
- d. Common ways in which advertising agencies generate income
- e. Pitching

15/12/2023

TIME: - 2½ Hours

Marks:-75

NOTE: - 1) All the question are compulsory subject to internal choice
2) Figures to the right indicate full marks

Q.1. Garmin company wants to expand its operations of business across India .They are offering Sport Watches and sport gadgets. They are also promoting sport experiences in various Running expos. 15
As a Social Media Marketing agency, suggest a launch campaign for Garmin. The Social Media Marketing plan is for a period of 30 days for the first phase.

Answer all the following questions based on information given.

- 1) Which three Social Media platforms would you suggest for Garmin company campaign and why? 04
- 2) State the objectives of the Campaign? 04
- 3) Create a one week of Social Media Calendar for the campaign. 04
- 4) Suggest measures of the Garmin Campaign strategy for marketing via Instagram. 03

Q.2. a) What is E-marketing? Explain briefly how the arrival of E-marketing changed the Landscape of marketing. 8
b) Discuss the behavioral internet (B2C, B2B, C2C and C2B). 7

(OR)

- c) State the types of Internet marketing. 8
- d) Explain E-marketing in context to Online Advertising. 7

Q.3. a) Careers in field of Social Media Marketing. Discuss. 8
b) Explain briefly the characteristics of Social Media Marketing. 7

(OR)

- c) Briefly discuss Creating Content for various Social Media Marketing platforms. 8
- d) State the myths about Social Media Marketing. 7

Q.4. a) Explain the Social Media Marketing Cycle. 8
b) What is sentiment analysis? State its significance. 7

(OR)

- c) Discuss the 8 C's of strategy development. 8
- d) Usage of blogs by companies for effective campaign management. Explain. 7

Q.5. Write a short note on *any three* out of five: 15

- a) Social Media Marketing Engagement
- b) Hashtag
- c) Keywords
- d) Ethics in Social Media Marketing
- e) Mobile Marketing

1 JUN 2024

Duration: 2 & ½ hours

Total marks: 75

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

Q1. A. Write a script for a historical documentary (Target audience: Secondary school children) and mention in the concept note the research modes and pre-production details (15)

OR

Q1. B. Which documentaries have made a lasting impact on you? Mention the learnings of any two documentaries from the genre Social Issues that you have recently watched. (15)

Q2. A. Why is research important in a Documentary? What are the various ways to get authentic research done? (8)

Q2. B. Explain in detail the challenges faced when shooting a Documentary Film. How can one overcome it? (7)

OR

Q2. C. Why and how are subtitles/closed captions necessary to reach out to a diverse audience? Give suitable examples to illustrate (8)

Q2. D. Without a script, one is unable to visualize any film. Justify the statement. (7)

Q3. A. How does location matter for a film? What is better - a natural location or a constructed set? Justify your answer (8)

Q3. B. Describe your thoughts on the use of interviews in documentaries. What points should you keep in mind while selecting the interviewees as well as asking questions?(7)

OR

Q3. C. What is Music Foley? How does voice-over and sound manipulation help in a Documentary or an Ad Film? (8)

Q3. D. Which are the various softwares used for editing. Mention your preferred ones with their key features. (7)

Q4. A. Mention the steps to come up with a 'Selling Concept'? (8)

Q4.B. Improper Budgeting can lead to a disastrous Advertisement. Do you agree or disagree?

Justify your stand. (7)

OR

Q4. C. Prepare a storyboard sample for 30-second TV Advertisement of Heat and Eat Upma.

What is the importance of a good pitch for Agency/Client approval? (15)

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

- A. Investigative Documentaries
- B. Importance of Commentary in a Documentary
- C. Making final master & telecast copy
- D. Synopsis
- E. Post-Production for AD Film

TYBAMMC/V-18/12/23

Duration: 2 & ½ hours

Total marks: 75

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

Q1) What do you mean by Integrated Marketing Communication (IMC)? Explain the importance of IMC tools while launching any digital media channel. 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. (8)

Q2) B) Analyse the different categories of ownership in a media industry? In today's environment, which ownership according to you, is ideal for a media organization? (7)

OR

Q2) C) Explain the concept of Cross media ownership in detail, with the help of relevant examples. (8)

Q2) How important is the understanding of Financial Management Processes in the long-term functioning of media organizations? (7)

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. (8)

Q3) B) Provide an in-depth analysis of the dangers associated with the commercialization of news. (7)

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. (8)

Q3) D) Explain the role Foreign Direct Investment (FDI) played in the growth of the media industry in India. (7)

Q 4) Discuss the significance of social media marketing for a media organization in today's context. Give suitable examples to illustrate. (15)

Q 5) Write Short notes on (attempt any three) target audi & building goodwill is imp for news media (15)

A) Disruptive technologies and importance in media organisations

B) TAM

C) Company Act

D) Readership surveys and growth of publications

E) Disruptive Innovation

sales & promotional activities.

TYBAMMC / V - 13/12/2023

Time: 2 ½ Hours

Total Marks: 75

Instructions:

1. All question are compulsory.
2. Each question carries 15 marks.

Q1.A. What is Union Budget? Explain the important characteristics of Union Budget 2023-24. Do you believe the percentage of allotment of GDP towards each sector in the current budget is justified? (15)

OR

Q1.B. What is Business Journalism? Which are the top Business News Media Organizations in this country? (15)

Q2. A. Explain the attributes of the Banking sector in India? Do you agree that modern technology has changed the way core banking facilities is provided in this country? (15)

OR

Q2.C. What role do World Bank, BRICS and Asian Development Bank play in the overall economic development of various countries? (8)

Q2.D. What role do the Technology Sectors play in the growth of the Indian economy? (7)

Q3.A. Indian Unicorn Companies have contributed to the growth of the economy. Discuss. (8)

Q3.B. Trace the timeline of the Adarsh Housing Society scam. (7)

OR

Q3.D. Which are the various Financial schemes introduced by Government of India to promote Financial Inclusivity amongst the weaker sections of the society? (15)

Q4.A. Explain the significance and relevance of Planning Commission and NITI Aayog? How effective is NITI Aayog in making India a global power? (15)

OR

Q4.B. Which are the various Stock Exchanges in this country? What role does SEBI play in regulating these Stock Exchanges? (15)

Q5. Write Short Notes (Any 3 Out of 5): (15)

1. 2008 Financial Crises
2. FERA and FEMA
3. RBI
4. Fiscal Deficit
5. Globalization and FDI

Time: 2 ½ Hours

Marks: 75

Q. 1 Write a news story in an Inverted Pyramid Format in about 250-300 words along with a suitable headline.

15 Marks

"Ranbir is a great actor, he is in a different league altogether. He is very original. I feel he is a mix of so many actors, it is wrong to compare to other actors, (But) I feel he is a mix of Robert De Niro, Al Pacino and Kamal Haasan. This man (Ranbir) has no limitation," Vanga told PTI. "He doesn't get angry like his character (in the film). He is a very calm person. I remember when I used to write rageful scenes, I would ask him so many times, 'Ranbir, when do you get angry?' He would say, 'I don't get angry, and Sandeep this is the 7th or 9th time you are asking me this'. As an actor, Ranbir Kapoor has no limitations, says filmmaker Sandeep Reddy Vanga, who believes he has presented the star in a never-seen-before avatar in their upcoming film "Animal". The movie revolves around a father and son and their troubled bond, played by Anil Kapoor and Ranbir. It is set against the backdrop of extreme bloodshed in the underworld. The director, best known for Vijay Devarakonda-starrer "Arjun Reddy" and its Hindi remake "Kabir Singh", starring Shahid Kapoor, said it was a pleasure to watch Kapoor transform into the total antithesis of himself in the role of Arjun Singh in "Animal". Vanga said he was introduced to Kapoor's work through "Rockstar", in which the actor played the role of a musician struggling to find himself, spiritually and artistically. "I saw two shows of 'Rockstar' on the same day. I loved him and I told him about this. I never thought I would get to work with him. As a concept film, this is my second film. I'm glad I got to work with him this early. He had called me saying, 'We should work (together)'. This is after 'Kabir Singh'. He had actually sent me a text message after 'Arjun Reddy', and I had not seen his message as it came from an unknown number. It was such a mistake. I was so happy when I learnt about it." The movie also stars Bobby Deol and Rashmika Mandanna. Speaking about Bobby Deol, Vanga said Deol was always the first choice for the movie. "He is a great guy. From day one, we had Bobby in mind. I had called him in 2020 or 2021, he was promoting 'Class of 83'. For one of the scenes where he is bare-chested, we shot it in Scotland in minus three degrees. He came, he did the shot," he added. Produced by Kumar and Krishan Kumar's T-Series, Murad Khetani's Cine1 Studios and Pranay Reddy Vanga's Bhadrakali Pictures, "Animal" will release theatrically on December 1 in Hindi, Telugu, Tamil, Kannada, and Malayalam. Vanga is happy with the reception the movie's teaser has received and said he is eager to see how the public will react when "Animal" opens in theatres next month. "I'm so happy that everybody is liking it. I gave more than three years for this film. It all feels good when people like your work. I think the film will be a blockbuster. It's been a while since there has been a story about father and son," he said. I gave more than three years for this film. It all feels good when people like your work. I think the film will be a blockbuster. It's been a while since there has been a story about father and son," he said.

- 2 A) Define news and explain different types of news stories? (8 marks)
- 2 B) Explain how accuracy and objectivity often gets compromised in day and age of breaking news. (7 marks)
- (OR)
- 2 C) Sports journalism is losing its space in India : agree or disagree? (8 marks)
- 2 D) What are threats a reporter needs to be aware of while doing investigative journalism ? (7 marks)

- 3 A) Social media has become a new source of news gathering, explain the pros and cons of the same with examples? (8 marks)
- 3 B) Discuss the coverage of the Israel and Hamas conflict? (7 marks)
- (OR)
- 3 C) Broadcast journalism has reduced the importance of Print journalism, agree or disagree? (8 marks)
- 3 D) What are the procedures for writing a news report? (7 marks)

Q.4A) What are the difference between news 'source' and news 'beat'? Give a brief note on beat reporter. (8 marks)

B) News about environment and other social problems should get more importance in news media. What is your opinion? (7 marks)

(OR)

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. (8 marks)

D) Journalists are gatekeepers of information". Do you agree? Does this gatekeeping obstruct free flow of information? (7 marks)

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

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

TIME: 2 1/2 HRS

MARKS: 75

NB: All Questions are compulsory.

Q1. Write a feature on the challenges faced by senior citizens in their day-to-day life. (15)

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

B. Explore the ethical challenges faced by feature writers when covering sensitive social justice topics. (8)

OR

C. 'Journalist play a vital role in voicing out for Urban Poor' comment on the statement and write a letter to the editor explaining 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. Human interest stories create interest and curiosity in the readers. Justify the statement with suitable examples. (8)

OR

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

D. Explain the structure of interview and how it could be carried out to frame a feature story with an example. (8)

Q4. A. A nation's progress is measured through its infrastructure development as one parameter. Write a feature on any one developmental project in India? (15)

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

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

Time 2 1/2 hours

Total marks-75

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

Q.1. The Panama Papers scandal involved a leak of 11.5 million confidential documents from Panamanian law firm Mossack Fonseca. Explain the role played by ICIJ to which global team of journalists got connected for information and also role played by global media and reporting on Panama papers. (15)

OR

Q.1 Elucidate on Watergate Scandal – a series of interlocking political scandals of the U.S. President's Richard M. Nixon's administration. What investigation was conducted at the Watergate apartment complex what did the investigation reveal? Elaborate on the entire Investigative process. (15)

Q2.(a) Elaborate on role of an investigative reporter and qualities and essentials possessed for becoming an investigative journalist? Comment. (8)

(b) The Centre for Investigative Journalism (CIJ) is a think-tank, alternative university and an experimental laboratory set up to train a new generation of reporters in the tools of investigative in-depth and long form journalism across all media. Add your views. (7)

OR

Q2.(C) In an investigative journalism follow-ups help us to set stories in context over a longer period of time and to explain cause-and-effect. Justify with the help of an example. (8)

Q2.(D) In an investigative journalism an investigative journalist may spend months or years researching and preparing a report. Elucidate the sources that an investigative journalist depend on? Discuss with an example the importance of news sources in making news. (7)

Q3. (A) In an investigative journalism the RTI Act is a valuable tool for journalists to pursue accurate, factual, and reliable information. Elucidate. (8)

Q3. (B) In an investigative journalism whether accurate or inaccurate or 'whether laudatory or critical' the publication of any of the aforesaid personal information without the consent of the person, would be in violation of the right to privacy of the person and liable for damages. Justify your answer. (7)

OR

Q3. (C) In a major boost to freedom of press, a Delhi court has ruled that the publication of a document merely labelled "secret" shall not render the journalist liable under the colonial relic, Official Secrets Act 1923 (OSA). Add your views. Cite an example on Kulbhushan Jadhav. (8)

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Q3. (D) What is defamation? In an investigative journalism, can a Defamatory Publication on the Internet constitute a Slander or Libel? When is a journalist accused of the charge . (7)

Q4.(A) In an investigative journalism sometimes we feel the need to use tools against (15) threats we don't actually face, while ignoring risks that are more likely. Does a journalist require a different protective measure in response. Comment.

OR

Q4.(B) In an investigative journalism framing the research questions can be considered the core of any systematic investigation as the research outcomes are tied to asking the right questions. Elucidate. (15)

Q5. Write short note on:- (Any 3) (15)

- (a) CIJ
- (b) Hypothesis
- (c) Gatekeepers
- (d) Traits of an investigative journalist
- (e) Key skills of an investigative journalist

TYBAMMC / V - 15/12/23

(2½ Hours)

[Total Marks: 75]

- Note: - (1) All questions are compulsory and carry equal marks
(2) Figures to the right indicate marks
(3) Support answers with examples wherever necessary

Q1. Case Study

A. MOJO has changed modern day's journalism. Elaborate the statement with the help of any one exclusive news coverage. (15)

OR

B. Now a days it has become difficult to follow ethics while practicing journalism as with the help of mobile phones any one can be a journalist, elaborate with the ethics and principles of journalism. (15)

Q2. Discuss in detail news workflow and MOJO.

A. Explain the Seven basic steps of mobile news reporting with examples. (7)

B. Trace the 7 basic steps of mobile news reporting with examples. (8)

OR

A. Elaborate as a journalist, which efforts has to be taken for making a news trending on social media. (8)

B. How Google Glass works and explain its feature? (7)

Q3.

A. List different video editing apps, which are useful for a MOJO. (7)

B. Newsrooms have been replaced by mobile journalism. Explain (8)

OR

A. List the important wearables of a MOJO. (8)

B. Explain different mobile development approaches with their weaknesses and strengths. (7)

Q4.

A. Mobile journalism effects on content, presentation and analysis of print as well as electronic media news. Explain (15)

B. State the difference of design between news portal and news application. Also explain how different functions are added to make it more user friendly with an example with any one news portal and one mobile application. (15)

Q5. Write short notes. (Any 3)

1. SEO (15)

2. Blogging and Micro-blogging

3. M-Learning

4. Importance of hashtag.

5. News gathering