

SYBAMMC
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M. L. Dahanukar College of Commerce (Autonomous)
S. Y. Bachelors in Arts Multi-Media & Communication
Semester IV March 2025

SUBJECT: Electronic Media II

Time: 2.5 hrs

Date: 7-4-2025

Marks : 75

Note:

1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal options.
3. Figures to the right indicate marks.

- Q1** Ethics must be followed while presenting programs on Doordarshan and Akashwani . Explain this statement with examples. (15)
- Q2 A** Explain the history of Radio in India. (8)
- Q2 B** Write in brief about Growth of TV channels after 1991 with examples. (7)
- OR**
- Q2 C** What is the role of Community Radio? (8)
- Q2 D** Write in brief about movement of Marathi TV channels. (7)
- Q3 A** What are the reasons for growth of regional TV channels in India? (8)
- Q3 B** What are the trends in regional radio channels? (7)
- OR**
- Q3 C** What are the different ways to spot fake news? (8)
- Q3 D** What are the skills required for TV news anchor? (7)
- Q4 A** What are the steps in Digital Story telling? (8)
- Q4 B** What are the types of OTT services? (7)
- OR**
- Q4 C** Frame 8 questions to interview Olympic Award winner for TV show. How will you introduce him/her? (8)
- Q4 D** What are the advantages and limitations of 24/7 news broadcast? (7)
- Q5** **Write Short Notes (Any 3)** (15)
1. TRP
 2. Panel discussion
 3. Dumbing down of news
 4. Gyanwani
 5. Regional channels of Doordarshan

M. L. Dahanukar College of Commerce (Autonomous)
S. Y. Bachelors in Arts Multi-Media & Communication
Semester IV March 2025

SUBJECT: Media Laws and Ethics

Time: 2.5 hrs

Date: 9-4-2025

Marks: 75

Note:

1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal options.
3. Figures to the right indicate marks.

- Q1)** Explain the Copyright Act, 1957 and its types. Mention its exceptions. (15)
- Q2) A** Discuss the hierarchy of courts and give a detailed account of each court. (8)
- Q2) B** Elaborate on the highlights of social responsibility of media theory. (7)
- OR
- Q2 C** Define the key aspects of the preamble. (8)
- Q2 D** What are the disadvantages of using social media? (7)
- Q3) A** Enumerate the key amendments of TRAI. (8)
- Q3 B** List the functions of the Press Council of India. (7)
- OR
- Q3 C** What is the role of BCCC in regulating content on Indian Television? (8)
- Q3 D** Discuss the criticisms on ASCI. (7)
- Q4 A** Comment on the stereotyping of the LGBTQIA community in media (8)
- Q4 B** Discuss the issue of balancing RTI and the Right to Privacy. (7)
- OR
- Q4 C** What is contempt of court? Discuss its types and provisions for punishment. (8)
- Q4 D** Discuss the issue of fake news. (7)
- Q5** **Write Short Notes (Any 3)** (15)
1. Article 19 (2)
 2. Civil Defamation
 3. Key objectives of IT Act, 2000
 4. Reforms of OSA
 5. Ethical responsibility of the advertisers

M. L. Dahanukar College of Commerce (Autonomous)
S. Y. Bachelors in Arts Multi-Media & Communication
Semester IV March 2025

SUBJECT: Mass Media Research

Time: 2.5 hrs

Date: 11/03/2025

Marks : 75

Note:

1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal options.
3. Figures to the right indicate marks.

- Q1) Explain the concept and types of sampling method. (15)
- Q2) A Explain the role of research in media. (8)
- Q2) B Explain the meaning & advantages of primary research. (7)
- OR**
- Q2) C Explain the types of qualitative research. (8)
- Q2) D Discuss the ways to discover a research problem. (7)
- OR**
- Q3) A Explain the meaning & types of hypothesis. (8)
- Q3) B Explain the importance of Literature review. (7)
- OR**
- Q3) C Explain the meaning & characteristics of research design. (8)
- Q3) D Explain the types of questions in questionnaire. (7)
- Q4) A Explain the meaning & limitations of research report. (8)
- Q4) B What are the tools in secondary data collection. (7)
- OR**
- Q4) C What are the objectives of tabulation? (8)
- Q4) D Explain the ways of gathering data. (7)
- Q5) **Write Short Notes (Any 3)** (15)
1. TRP
 2. Literature review
 3. Word association test
 4. Likert Scale
 5. Exploratory research design

M. L. Dahanukar College of Commerce (Autonomous)
S. Y. Bachelors in Arts Multi-Media & Communication
Semester IV March 2025

SUBJECT:

Time: 2.5 hrs

Date: 17/03/2025

Marks : 75

Note:

1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal options.
3. Figures to the right indicate marks.

- Q1) Write a feature story on changing trends in Hindi Cinema. (15)
- Q2) A Discuss the different types of editorials with suitable examples. (8)
- Q2) B Discuss the areas that need special attention while writing for public relations. (7)
- Q2. C What are the weaknesses of Radio (8)
- Q2 D Give some suggestions for writing episodic or commercial programs. (7)
- Q3) A Discuss tips for uploading news videos on web. (8)
- Q3 B What is story board? Enumerate the tips and techniques for making a storyboard. (7)
- Q3 C How to edit a copy? (8)
- Q3 D Elaborate on accuracy tips. (7)
- Q4 A Differentiate between reading print and reading online. (8)
- Q4 B Elaborate on basic methods of writing email copies for advertising (7)
- Q4 C Give tips to write headlines. (8)
- Q4 D Explain the practicalities of proofing or editing. (7)
- Q5 Write Short Notes (Any 3) (15)
1. Digital convergence
 2. Film Review
 3. ~~Editorial~~ Blogs
 4. Hard news
 5. MLA style

M. L. Dahanukar College of Commerce (Autonomous)
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Semester IV March 2025

SUBJECT: Film Communication II

Time: 2.5 hrs

Date: 22/03/2025

Marks : 75

Note: 1. Question number 1 is compulsory.

2. Questions no. 2, 3, 4 have internal options.

3. Figures to the right indicate marks.

- Q1** Write in detail with suitable examples about the transition of South Indian languages cinema from just regional cinema to pan India and International cinema. **(15)**
- Q2 A** Elaborate on the work of actress Alia Bhatt and mention 4 of her most credible films. **(8)**
- Q2 B** Discuss the positive and negative characteristics of the Hindi language film 'Rocky aur Rani ki Prem Kahani'. **(7)**
- OR
- Q2 C** Explain with suitable examples the elements of the 'comedy' genre of movies. **(8)**
- Q2 D** Elucidate with suitable examples the differences between old Bollywood films and films that are made nowadays. **(7)**
- Q3 A** State and describe any 4 contemporary cinema films. **(8)**
- Q3 B** Write in brief about the factors that led to the popularity of the 'Re releases' trend in Bollywood. **(7)**
- OR
- Q3 C** Describe all the activities included in the 'Post production' stage of filmmaking. **(8)**
- Q3 D** Trace all the ways in which filmmakers in India can finance the films that they want to create. **(7)**
- Q4 A** What is cultural convergence? Explain with suitable examples from the film industry. **(8)**
- Q4 B** Discuss with suitable examples the concept of Film Censorship in India. **(7)**
- OR
- Q4 C** Write a note on any 3 film bodies in India. **(8)**
- Q4 D** Why are film festivals important for independent filmmakers? **(7)**
- Q5** **Write Short Notes (Any 3)** **(15)**
1. Marathi language film - Ventilator
 2. Contribution of Bollywood actor - Ranbir Kapoor
 3. Drama genre of films
 4. OTT film releases in India
 5. Cannes film festival

M. L. Dahanukar College of Commerce (Autonomous)
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Semester IV March 2025

SUBJECT: Computer and Multimedia-II

Time: 2.5 hrs

Date: 25/03/2025

Marks : 75

Note:

1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal options.
3. Figures to the right indicate marks.

- Q1** You are working as a graphic designer for "Cafe Coffee Day", a premium coffee brand that specializes in artisanal coffee blends. The company is launching a new Cold Brew Coffee Bottle, and they need a package design that aligns with their modern and premium brand identity. Using Adobe Creative Suits, you need to create a professional and visually appealing package. **(15)**

Answer the Following:

1. Describe how you would set up an artboard for this product packaging, including dimensions, bleed, and color mode. **(5)**
2. Explain the use of the Pen Tool, Direct Selection Tool, and Clipping Mask in creating vector illustrations for the label. **(5)**
3. What are the advantages of using vector graphics in product packaging, and how does Adobe InDesign help in ensuring print-ready outputs? **(5)**

- Q2 A** Describe the types of layouts. **(8)**
Q2 B Explain the color theory. **(7)**

OR

- Q2 C** Compare art and design with examples **(8)**
Q2 D Describe the process of changing the background of an image and changing color of the subject in Adobe Photoshop. **(7)**
Q3 A Explain the process of editing a green screen video in Adobe Premiere Pro **(8)**
Q3 B What are logos? Define the types of logos with examples. **(7)**

OR

- Q3 C** Describe the basic techniques of image creation **(8)**
Q3 D How will you add transitions and B&W effects on a video clip using Adobe Premiere Pro? **(7)**
Q4 A Differentiate between raster and vector images. State their types. **(8)**
Q4 B Elaborate on the principles of design **(7)**

OR

- Q4 C** Summarise Adobe Creative Suits and its four-design software. **(8)**
Q4 D Illustrate the interface of Adobe InDesign and explain the control panel. **(7)**
Q5 Write Short Notes (Any 3) **(15)**
 1. Object Selection Tool
 2. Razor Tool
 3. Text elements of design
 4. Slug Area
 5. Raster Images

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M. L. Dahanukar College of Commerce (Autonomous)
S. Y. Bachelors in Arts Multi-Media & Communication
Semester IV March 2025

SUBJECT: Media Laws and Ethics

Time: 2.5 hrs

Date: 13/03/2025

Marks: 75

Note:

1. Question number 1 is compulsory.
2. Questions no. 2, 3, 4 have internal options.
3. Figures to the right indicate marks.

- Q1)** Discuss the Indecent Representation of women (Prohibition) Act, 1986 with historical and social context, key provisions, and contemporary challenges. **(15)**
- Q2)** A Elaborate on the concepts of sovereignty, secularism, democracy, and liberty. **(8)**
- Q2)** B Freedom of speech and expression is essential for a healthy democracy. Comment. **(7)**
- OR
- Q2)** C Enumerate the key challenges of the Indian Broadcasting Foundation. **(8)**
- Q2)** D What are the counterarguments to the social responsibility of media theory? **(7)**
- Q3)** A Define the structure of the Press Council of India **(8)**
- Q3)** B What is Civil contempt of court and its defenses? **(7)**
- OR
- Q3)** C What are the provisions of the IT Act, 2000? **(8)**
- Q3)** D Official Secrets Act is essential for India's defense and harmony. Do you agree? **(7)**
- Q4)** A What is fake news? How can one spot fake news? **(8)**
- Q4)** B Discuss with example, the defamation of a deceased person. **(7)**
- OR
- Q4)** C What is the difference between misinformation and disinformation? Give examples of both. **(8)**
- Q4)** D Ethics are important for healthy media. Comment. **(7)**
- Q5)** Write Short Notes (Any 3) **(15)**
1. 4-1-1 Twitter rule
 2. Criminal defamation
 3. TRAI
 4. Lok Adalats
 5. Ethical responsibility of the journalists