F.Y.B.A.M.M.C (SFC) Semester - I
Subject: Electronic Media

Date: 10/3/2026 Duration: 2 hours Marks: 60 marks

Instructions for the candidate:

1. This question paper contains one page
2. Q.1 is Compulsory.
3. Attempt any 3 from Q. 2 to Q.6.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

Q 1	Answer the following. Discuss the importance of research in radio and television interviews.	**10 marks**
Q 2	Answer the following	
A	What are Library shots, library sounds and dubbing?	**8 marks**
B	Explain Community Radio	**7 marks**
Q 3	Answer the following	
A	Explain International and national private TV networks	**8 marks**
B	Discuss the impact of 24/7 news channels on audience engagement	**7 marks**
Q 4	Answer the following	
A	What is Electronic field production?	**8 marks**
B	Elaborate on the importance of television with reference to advertising	**7 marks**
Q 5	Answer the following	
A	What is online radio and its importance in India?	**8 marks**
B	What are the basic principles of writing for TV soap operas?	**7 marks**
Q 6	Answer the following	
A	Write a short note on writing for TV reality shows.	**5 marks**
B	Discuss News Gathering.	**5 marks**
C	What are the important features of a radio talk show?	**5 marks**

****

F.Y.B.A.M.M.C Semester - II
Subject: Fundamentals of Cinema

Date: 11/03/2026 **Duration: 1 hour** **Marks: 30 marks**

Instructions for the candidate:

1. This question paper contains 1 page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

Q 1	Discuss Italian Neorealism Movement in detail. Discuss its features, films and directors.	**10 marks**
Q 2	Answer the following	
A	Discuss the silent era in detail.	**5 marks**
B	Why was angry young man famous amongst the people?	**5 marks**
Q 3	Answer the following	
A	Explain the auteur theory.	**5 marks**
B	Why does South India have more concentration of superstar culture?	**5 marks**
Q 4	Answer the following	
A	Elaborate on the concept of mise-en-scene and its features.	**5 marks**
B	How has the film viewing experience changed in the era of OTT?	**5 marks**

****

F.Y.B.A.M.M.C Semester - II
Subject: Ideas of Startup & Branding.
Date: 12/03/2026 **Duration: 1 hour** **Marks: 30 marks**

Instructions for the candidate:

1. This question paper contains 1 page.
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.
6. Use of simple calculator is allowed.

Q 1	Answer the following. Neha started an organic homemade snacks business using financial assistance under the MUDRA scheme. Her products were appreciated for quality and hygiene, and demand increased through word-of-mouth publicity. She was self-motivated and committed to expanding her business. However, she faced difficulties in obtaining additional bank loans due to lack of collateral. Social expectations required her to balance household responsibilities with business operations. She also lacked advanced marketing knowledge and strong business networks, limiting her growth opportunities. A. Explain the problems faced by women entrepreneurs in the above case. B. Suggest ways to develop entrepreneurial competencies to support business growth.	**10 marks**
Q 2	Answer the following	
A	Explain any 5 types of startups.	**5 marks**
B	What are the factors influencing branding?	**5 marks**
Q 3	Answer the following	
A	Elaborate on Mudra Yojana & Atal Innovation Mission.	**5 marks**
B	Explain the challenges involved in brand management.	**5 marks**
Q 4	Answer the following	
A	Elaborate the features of Women Entrepreneur.	**5 marks**
B	Explain the concept of Co-branding and Brand Essence.	**5 marks**

F.Y.B.A.M.M.C – Sem (II)

DATE: 13-03-06 **SEAT NO.** _____

Duration: 01 ***hours*** ***Marks: 30***

Instructions: - *(1)* Q.1 is Compulsory.
(2) Attempt any 2 from Q. 2 to Q.4.
(3) Attach the map supplement to the main answer book.
(4) Figures on the right-hand side indicate full marks.
(5) Use of simple calculator is allowed.

Q 1	Name and Mark the following on the World Map provided to you and attach it with the main answer book. 1. A major Mountain Range in North America. 2. An area in India having physical water scarcity. 3. Biggest Hot desert of the World. 4. Longest River in the World. 5. Country having highest HDI in Asia. 6. World's largest producer of Wind energy. 7. Largest producer of Bauxite in the World. 8. A Region affected by Ozone layer depletion. 9. An area of biodiversity hotspot in Brazil. 10. An European country with little or no water scarcity.	**10 marks**
Q 2	Answer the following	
A	Suggest some measures to address population explosion.	**5 marks**
B	Define environmental migration. Explain the main factors responsible for it.	**5 marks**
Q 3	Answer the following	
A	Describe the impact of environment on human health.	**5 marks**
B	Identify the causes of Forests degradation and suggest some measures for protection of world forest resources.	**5 marks**
Q 4	Write Short Notes on	
A	Poverty & Starvation	**5 marks**
B	Acid Rains	**5 marks**

****

F.Y.B.A.M.M.C Semester - II
Subject:Communication Skills-II

Date: 14/03/2026 **Duration: 1 hour** **Marks: 30 marks**

Instructions for the candidate:

1. This question paper contains one page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.
6. Use of simple calculator is allowed.

Q 1	Write a letter to the editor of "The Indian Express" expressing your concern over the increase of violence in Indian movies which is causing lot of negativity in today's Genz.	**10 marks**
Q 2	Answer the following	
A	What is the role of translator?	**5 marks**
B	Write a note on meeting etiquette.	**5 marks**
Q 3	Answer the following	
A	Draft a circular to the employees and residents that New Horizon Bank has opened new branch in Pune.	**5 marks**
B	Write a note on cubicle etiquette.	**5 marks**
Q 4	Answer the following	
A	Draft an invitation letter for a key note speaker for an international conference.	**5 marks**
B	What are the 5 Ps of Presentation.	**5 marks**

****

F.Y.B.A.M.M.C Semester - II
Subject: Introduction to Photojournalism

Date: 16/03/2026 **Duration: 1 hour** **Marks: 30 marks**

Instructions for the candidate:

1. This question paper contains 1 page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

Q 1	What is Photojournalism and why is it important?	**10 marks**
Q 2	Answer the following	
A	What is the developing flair for news photos?	**5 marks**
B	Explain Basic Concepts of Photography.	**5 marks**
Q 3	Answer the following	
A	Discuss Camera Topology and Operations .	**5 marks**
B	Explain photo stories and photo essays.	**5 marks**
Q 4	Answer the following	
A	Explain the Fields of Photo Journalism .	**5 marks**
B	What is Art and Culture Photography?	**5 marks**

****

F.Y.B.A.M.M.C Semester - II
Subject: Principles of Marketing

Date: 17/03/2026 **Duration: 1 hour** **Marks: 30 marks**

Instructions for the candidate:

1. This question paper contains 1 page.
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.
6. Use of simple calculator is allowed.

Q 1	Answer the following. The global streaming industry has transformed how audiences consume entertainment. Among the leading players, Netflix has built a strong competitive position by adopting a customer-centric approach based on the 4Cs framework — Cost, Convenience, Customer, and Communication. Instead of focusing only on product features, Netflix emphasizes value creation from the consumer's perspective. 1) Explain the Cost and Convenience strategy of Netflix. 2) Explain the Customer and Communication factor of Netflix.	**10 marks**
Q 2	Answer the following	
A	Discuss the scope of marketing.	**5 marks**
B	What are the factors of Macro Environment?	**5 marks**
Q 3	Answer the following	
A	Explain the 4 p's of marketing.	**5 marks**
B	Explain the importance of market research.	**5 marks**
Q 4	Answer the following	
A	Explain the difference between Traditional & Modern Concept.	**5 marks**
B	What are the factors affecting the behavior of consumer?	**5 marks**

****

F.Y.B.A.M.M.C Semester - II
Subject :Podcasting

Date: 18/03/2026 **Duration: 1 hour** **Marks: 30 marks**

Instructions for the candidate:

1. This question paper contains one page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

Q 1	Answer the following Write the process of making a podcast by giving one example.	**10 marks**
Q 2	Answer the following	
A	What are the required host skills for interviewing the guest?	**5 marks**
B	You are planning a Spirituality podcast. How will you market it effectively?	**5 marks**
Q 3	Answer the following	
A	What are the key Characteristics of the Solo/Monologue podcast?	**5 marks**
B	Explain the importance of choosing the Right Podcast Theme.	**5 marks**
Q 4	Answer the following	
A	What marketing strategies can we use to sustain in the market?	**5 marks**
B	You want to start a Podcast reviewing Hindi Movies. How will you write an effective outline before recording?	**5 marks**

****

F.Y.B.A.M.M.C Semester - II
Subject: Search Engine Optimisation

Date: 20/03/2026 **Duration: 1 hour** **Marks: 30 marks**

Instructions for the candidate:

1. This question paper contains 1 page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

Q 1	Explain Google AdWords in detail.	**10 marks**
Q 2	Answer the following	
A	What does Indexing mean?	**5 marks**
B	What is a GDN Campaign?	**5 marks**
Q 3	Answer the following	
A	What is On-Page Optimization?	**5 marks**
B	What is Demo-led SEO?	**5 marks**
Q 4	Answer the following	
A	Define SEO Audit.	**5 marks**
B	Explain the Display Ads format.	**5 marks**

****