Date - 11/03/2026

SYBAMMC Semester IV

Shashkiya Marathi II

(Time: 1 hour) **Total Marks: 30**

Instructions for the candidate:

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

खालील प्रश्नांची उत्तरे लिहा. १० गुण

प्र-१ मराठी संकेतस्थळांचे शैक्षणिक सामाजिक आणि सांस्कृतिक योगदान स्पष्ट करा.

प्र-२ **खालील प्रश्नांची उत्तरे लिहा.**

अ ई-मेल वापरण्याचे फायदे स्पष्ट करा ५ गुण

ब संगणकिय अनुवाद साधनांविषयी माहिती लिहा. ५ गुण

प्र-३ **खालील प्रश्नांची उत्तरे लिहा.**

अ शासकीय पत्रव्यवहार करतानाचे पाळावयाचे शिष्टाचार स्पष्ट करा. ५ गुण

ब डिजिटल दस्तऐवज लेखनाचे फायदे स्पष्ट करा. ५ गुण

प्र-४ **खालील प्रश्नांची उत्तरे लिहा.**

अ बैठकीची भाषा बोलताना तुम्ही कोणती काळजी घ्याल ? ५ गुण

ब ई गव्हर्नन्स म्हणजे काय सांगून त्याचे उद्देश स्पष्ट करा. ५ गुण

S.Y.B.A.M.M.C Semester - III
Subject: Creativity and Campaign Planning

Date: 12/03/2026 **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	Analyse the "Beti Bachav, Beti Padhav" campaign.	**10 marks**
Q 2	Answer the following	
A	What are the roles of creativity in media?	**5 marks**
B	Enumerate the components of creative brief.	**5 marks**
Q 3	Answer the following	
A	Explain SCAMPER technique with examples.	**5 marks**
B	How to measure campaign effectiveness?	**5 marks**
Q 4	Answer the following	
A	Design a political campaign for any local party for the municipality elections.	**5 marks**
B	What are the steps to implementation and coordination for the campaign?	**5 marks**

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S.Y.B.A.M.M.C (SFC) Semester - IV
Subject: Cost and Financial Analysis

Date: 13/03/2026 **Duration: 2 hours** **Marks: 60 marks**

Instructions for the candidate:

1. This question paper contains 3 pages
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.
6. Use of a simple calculator is allowed.

Q 1	Answer the following.	**15 marks**

From the following particulars prepare a Cost Sheet showing total cost, cost per unit and Selling Price for the financial year ended 31st March, 2025 in the books of M/s. Greenfield Industries Ltd.

Particulars	**Amount (₹)**
Direct Wages	4,80,000
Purchase of Raw Material	10,50,000
Factory Rent	1,50,000
Cost of Catalogues	45,000
Sundry Factory Expenses	85,000
Depreciation on Plant and Machinery	90,000
Opening Stock of Raw Material	90,000
Repairs to Office Furniture	35,000
Carriage Outward	1,00,000
Interest on Loan	55,000
Closing Stock - Raw Material	70,000
Free Samples	40,000
Audit Fees	48,000
Demonstration Expenses	60,000
Loss of Furniture by Fire	25,000
Indirect Material	1,10,000
Office Salaries	1,30,000
Storekeeper's Salary	50,000
Depreciation - Office Equipments	45,000
Commission on Sales	75,000
Direct Expenses	3,50,000
Material Handling Charges	55,000
Machinery Purchased	5,50,000

<table>
<tr><td></td><td>Other Information:
1. Closing Stock of Finished Goods was 2,500 units
2. Units sold during the year: 20,000 units.
3. Profit desired is 20% on Sales.</td><td></td></tr>
<tr><td>Q 2</td><td>Answer the following</td><td></td></tr>
<tr><td>A</td><td>Distinguish between Prime Cost and Works Cost.</td><td>8 marks</td></tr>
<tr><td>B</td><td>Define Break-Even Point (BEP) and state its uses.</td><td>7 marks</td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td>Q 3</td><td>Answer the following</td><td></td></tr>
<tr><td>A</td><td>Discuss the role of Venture Capital in the development of startups and small businesses.</td><td>8 marks</td></tr>
<tr><td>B</td><td>Explain the various methods of Revenue Forecasting.</td><td>7 marks</td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td>Q 4</td><td>Answer the following</td><td></td></tr>
<tr><td>A</td><td>State the advantages of preparing a Cost Sheet.</td><td>8 marks</td></tr>
<tr><td>B</td><td>Explain the benefits of Private Equity finance to a company.</td><td>7 marks</td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td>Q 5</td><td>Answer the following</td><td></td></tr>
<tr><td>A</td><td>The following information relates to M/s. Horizon Manufacturing Ltd. for the financial year ended 31st March, 2025:
1. Selling Price per unit: ₹ 50
2. Variable Cost per unit: ₹ 30
3. Fixed Cost: ₹ 1,80,000
4. Actual Sales: 10,000 units
Required:
1. Calculate Contribution per unit
2. Calculate P/V Ratio
3. Calculate Break-Even Point (in units)
4. Calculate Profit or Loss
5. Calculate Margin of Safety (in units)</td><td>8 marks</td></tr>
<tr><td>B</td><td>The Balance Sheet of M/s. Prime Traders Ltd. as on 31st March, 2025 is given below:
Balance Sheet as on 31st March, 2025
<table>
<tr><th>Liabilities</th><th>₹</th><th>Assets</th><th>₹</th></tr>
<tr><td>Capital</td><td>6,00,000</td><td>Fixed Assets</td><td>6,50,000</td></tr>
<tr><td>Creditors</td><td>2,00,000</td><td>Current Assets</td><td>1,50,000</td></tr>
<tr><td>Total</td><td>8,00,000</td><td>Total</td><td>8,00,000</td></tr>
</table>
Additional Information:
1. Sales for the year 2024–25 were ₹ 16,00,000.
2. Sales are expected to increase by 25% in 2025–26.
3. Current Assets and Creditors vary directly with sales.
4. Net Profit margin is 8% on Sales.
5. 25% of profit is distributed as dividend and the balance is retained.</td><td>7 marks</td></tr>
</table>

	6. Fixed Assets remain unchanged. **Required:** Prepare the Projected Balance Sheet as on 31st March, 2026.	
Q 6	Answer the following	
A	Explain the concept of Contribution	**5 marks**
B	Identify the key players in the Private Equity market.	**5 marks**
C	Discuss the advantages of Revenue Forecasting for startups.	**5 marks**

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S.Y.B.A.M.M.C (SFC) Semester - IV
Subject: Foundation of Journalism

Date: 14/03/2026 **Duration: 2 hours** **Marks: 60 marks**

Instructions for the candidate:

1. This question paper contains 2 pages
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 Read details and draft a news based on the information provided: **10 marks**

Incident

A suspected ammonia gas leak was reported at a private chemical manufacturing unit in the Taloja MIDC industrial area of Navi Mumbai. The plant is operated by Western Industrial Chemicals Pvt Ltd.

Confirmed Facts

- Time of leak: 1:40 AM
- 46 workers exposed
- 18 hospitalized
- 2 in critical condition
- Area temporarily sealed by authorities
- Nearby residential sectors evacuated for 3 hours

Emergency response teams included:

- Maharashtra Pollution Control Board (MPCB)
- Fire Department
- Local Police

Official Statements

Company Spokesperson:

"The leak was caused by a valve malfunction. The situation is fully under control."

MPCB Official:

"We are collecting air and soil samples. Action will be taken if violations are found."

Eyewitness Accounts

- Workers reported irritation in eyes and breathing difficulty.
- Local residents claimed a strong pungent smell spread across the area.

Q 2 Answer the following

A Enlist any 4 news values and explain its importance. **8 marks**

B Find differences between hard news and soft news using relevant examples. **7 marks**

Q 3	Answer the following	
A	Discuss article 19 (1)(a). What are its provisions?	**8 marks**
B	Explain the ethics in journalism.	**7 marks**
Q 4	Answer the following	
A	You have to interview Ranveer Singh and Aditya Dhar on success of Dhurandhar. Enlist 4 questions EACH that you will ask.	**8 marks**
B	Podcasts give news and views. Comment.	**7 marks**
Q 5	Answer the following	
A	What is your opinion on the issue of paid news?	**8 marks**
B	Discuss how observation can help a journalist?	**7 marks**
Q 6	Answer the following	
A	ABC of reporting	**5 marks**
B	News beats	**5 marks**
C	Press Council of India	**5 marks**

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S.Y.B.A.M.M.C (SFC) Semester - IV
Subject: Production and Postproduction of Films
Date: 16/03/2026 **Duration: 2 hours** **Marks: 60 marks**

Instructions for the candidate:

1. This question paper contains 1 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	How is VFX and animation used in the film Bahubali: The beginning?	**10 marks**
Q 2	Answer the following	
A	Discuss the role of lighting and gaffer in the production phase.	**8 marks**
B	Elaborate on the importance of foley in Indian cinema.	**7 marks**
Q 3	Answer the following	
A	Explain how VFX team works during and after production.	**8 marks**
B	Why is editing important part of postproduction?	**7 marks**
Q 4	Answer the following	
A	RRR reinvented storytelling. Discuss in context of story, direction and VFX.	**8 marks**
B	Explain the camera formats and their usage.	**7 marks**
Q 5	Answer the following	
A	Trace the global history of animation in advertising.	**8 marks**
B	Enlist advantages of digital workflow.	**7 marks**
Q 6	Answer the following	
A	Matte painting	**5 marks**
B	Spectacle advertising	**5 marks**
C	Lighting techniques in Indian cinema	**5 marks**

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S.Y.B.A.M.M.C Semester - IV
Subject: Environmental Consciousness in Ancient India
Date: 17/03/2026 **Duration: 1 hour** **Marks: 30 marks**

Instructions for the candidate:

1. This question paper contains 02 pages
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Figures on the right-hand side indicate full marks.

Q 1 Answer the following **10 marks**

Read the passage and answer the following questions given below: -

PASSAGE: -

The Green Revolution in India was a major agricultural movement that began in the 1960s to increase food production and reduce hunger in India. After independence, India faced severe food shortages and depended on imports. To overcome this crisis, the government introduced modern farming techniques with the support of scientists and international organisations.

A key figure in this movement was M. S. Swaminathan, who is known as the "Father of the Green Revolution in India." High-yielding variety (HYV) seeds, especially of wheat and rice, were introduced. Farmers were encouraged to use chemical fertilizers, pesticides, improved irrigation facilities, and modern machinery such as tractors and harvesters.

States like Punjab, Haryana, and western Uttar Pradesh benefited the most due to better irrigation and infrastructure. As a result, food grain production increased significantly, and India became self-sufficient in food by the 1970s. The movement helped reduce famine risks and improved the income of many farmers.

However, the Green Revolution also had some negative effects. Excessive use of chemical fertilizers and groundwater led to soil degradation and environmental problems. It also created regional inequalities, as not all farmers could afford modern inputs.

Overall, the Green Revolution was a turning point in Indian agriculture. While it successfully ensured food security, it also highlighted the need for sustainable farming practices in the future.

Questions:

1. What were the problems faced by the Green revolution in achieving food security?
2. Why did Punjab and Haryana benefit more than other states?

3. Evaluate one economic and one environmental impact of the Green Revolution.
4. How did technology play a key role in the success of the Green Revolution?
5. Why is there a need for sustainable farming after the Green Revolution?

Q 2 **Answer the following questions: -**

A Explain the concept of Prakriti and its divine association with nature in ancient Indian philosophy. **5 marks**

B Discuss how the Appiko Movement gained public awareness through media support. **5 marks**

Q 3 **Answer the following questions: -**

A Describe the role of Vedic literature in promoting environmental protection. **5 marks**

B What is the role of radio in promoting environmental education in rural areas. **5 marks**

Q 4 **Answer the following questions: -**

A How did Kautilya's Artha Shastra contribute to forest and wildlife conservation? **5 marks**

B Explain how digital media helps in spreading environmental awareness among youth. **5 marks**

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S.Y.B. A.M.M.C Semester - IV

Subject: Environmental Management and Sustainable Development

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

Instructions for the candidate:

1. This question paper contains 1 pages
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	**Case Study**	**10 marks**
	A small village in Rajasthan faced problems of open waste dumping, poor street lighting, and irregular school attendance. The Gram Panchayat started a cleanliness drive. Waste bins were placed across the village, and awareness sessions were conducted in schools. Solar street lights were installed to improve safety at night. Women from a self-help group were given small loans to start compost-making from organic waste. The village school also started evening study sessions under proper lighting. A tree plantation drive was conducted near the village pond. **Question:** Identify five SDGs reflected in this case and explain how each initiative supports them.	
Q 2	**Answer the following**	
A	Elaborate on the relevance of Environmental Management	**5 marks**
B	Describe the Brundtland Report (1987)	**5 marks**
Q 3	**Answer the following**	
A	Enumerate the main standards in the ISO 14000 Series	**5 marks**
B	What are the Constitutional & Legal Provisions for Environmental Management in India?	**5 marks**
Q 4	**Answer the following**	
A	Explain the concept of Geospatial Technology with examples.	**5 marks**
B	Discuss the strategies required for achieving the SDGs.	**5 marks**

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