

Sem-I FYBMM 2017-18

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

SEMESTER IST A.T.K.T EXAMS 2017- 2018

STREAM: FYBMM SUBJECT: FUNDAMENTAL OF MASS COMMUNICATION

DATE: 26/9/2017

TIME: 2.5 HRS

MARKS: 75

Q. 1 A. Explain the difference between Mass communication and mass media. (8)
OR

A. Is there any impact of mass media on women and culture? How?

B. Explain in details has well model of communication. (7)

Q. 2 A. What is the code of broad cast for AIR and Doordarshan? (8)

B. What has been the impact of media in our culture? (7)

OR

A. Explain with examples the various forms of communication. (8)

B. Explain gate keeping? (7)

Q. 3 A. Public Relations is all about public and communication. Explain? (15)

OR

A. Discuss the objectives of mass communication.

Q. 4 A. Define barriers to communication with reference to socio-psychological barriers. (15)

OR

A. Do you think mass media only creates negative impact on children and youth?

Q. 5 Write short note on (any 3) (15)

1. Media convergence

2. Laswell model of communication.

3. Electronic media of communication

4. Role of mass communication

5. Magazines and newspapers

----- **ALL THE BEST** -----



REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
1ST SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM
DATE: 25/9/2017

SUB: EFFECTIVE COMMUNICATION SKILL
TIME: 2.5 HRS

MARKS: 75

INSTRUCTION: ATTEMPT ANY FIVE QUESTIONS

Q.1) A) What Do You Mean By The Term Communication? Explain Its Process With The Help Of A Diagram. (7)

Q.1) B) What Is Editing? Explain Its Steps. (8)

OR

Q.2) A) Who Is a Writer? Explain Any Four Types Of Writers. (7)

Q.2) B) What Is Oral Communication? Explain Its Principles. (8)

OR

Q.3) A) What Is Mind Mapping? Draw A Mind Map on Big Boss Season 8 (7)

Q.3) B) What Is Translation? Explain the Skills Required For Translation. (8)

OR

Q.4) A) Script a Radio Interview between an RJ and Aamir Khan's controversial poster of the movie PK. (8)

Q.4) B) What Is Reading? Explain the Two Main Reasons for Reading (7)

OR

Q.5) A) What Is Creativity? Explain How You Would Improve Your Creative Abilities. (7)

Q.5) B) What Is Communication? Explain the Communication Tools Used By Gen Y. (8)

OR

Q.6) A) Translate the Following Quotes from Hindito English

(15)

जिंदगी तो सिर्फ अपने कंधों पर जी जाती है,

दूसरों के कंधे पर तो सिर्फ जनाजे उठाए जाते हैं. मेरा धर्म देश की सेवा करना है. प्रेमी, पागल और कवि एक ही चीज से बने होते हैं. देशभक्तों को अक्सर लोग पागल कहते हैं. राख का हर एक कण मेरी गर्मी से गतिमान है.

मैं एक ऐसा पागल हूँ जो जेल में भी आजाद है.

यदि बहारों को सुनना है तो आवाज को बहुत जोरदार होना होगा. जब हमने बम गिराया तो हमारा धैर्य किसी को मारना नहीं था.

हमने अंग्रेजी हुकूमत पर बम गिराया था. अंग्रेजों को भारत छोड़ना चाहिए और उसे आजाद करना चाहिए. किसी को 'क्रांति' शब्द की व्याख्या शाब्दिक अर्थ में नहीं करनी चाहिए.

जो लोग इस शब्द का उपयोग यादुरूपयोग करते हैं उनके फायदे के हिसाब से इसे अलग अलग अर्थ और अभिप्राय दिए जाते हैं. जरूरी नहीं था कि क्रांति में अभिशप्त संघर्ष शामिल हो. यह बम और पिस्तौल का पंथ नहीं था.

आमतौर पर लोग जैसी चीजें हैं उसके आदी हो जाते हैं और बदलाव के विचार से ही कांपने लगते हैं. हमें इसी निष्क्रियता की भावना को क्रांतिकारी भावना से बदलने की जरूरत है. जो व्यक्ति विकास के लिए खड़ा है उसे हर एक रूढ़िवादी चीज की आलोचना करनी होगी, उसमें अविश्वास करना होगा तथा उसे चुनौती देनी होगी. मैं इस बात पर जोर देता हूँ कि मैं महत्वाकांक्षा, आशा और जीवन के प्रति आकर्षण से भरा हूँ. मैं परजूरतपड़ने पर मैं ये सब त्याग सकता हूँ, और वही सच्चा बलिदान है. अहिंसा को आत्म-बल के सिद्धांत का समर्थन प्राप्त है जिसमें अंततः

प्रतिद्वंद्वी पर जीत की आशा में कष्ट सह जाया जाता है.

लेकिन तब क्या हो जब ये प्रयास अपना लक्ष्य प्राप्त करने में असफल हो जाएं? तभी हमें आत्मबल को शारीरिक बल से जोड़ने की जरूरत पड़ती है ताकि हम अत्याचारी और क्रूर दुश्मन के रहमोकरम पर नानिर्भर करें.

किसी भी कीमत पर बल का प्रयोग करना काल्पनिक आदर्श है और नया आंदोलन जो देश में शुरू हुआ है और जिसके आरम्भ की हम चेतना दे चुके हैं वो गुरु गोबिंद सिंह और शिवाजी, कमाल पाशा और राजा खान वाशिगटन और गैरी बाल्डी, लाफायेट और लेनिन के आदर्शों से प्रेरित है.

इंसान तभी कुछ करता है जब वो अपने काम के औचित्य को लेकर सुनिश्चित होता है, जैसा कि हम विधानसभामें बम फेंकने को लेकर थे. व्यक्तियों को कुचलकर उनके विचारों को नहीं मार सकते.

कानून की पवित्रता भी तब नीरह सकती है जब तक वो लोगों की इच्छा की अभिव्यक्ति करे.

क्रांतिमानव जाति का एक अपरिहार्य अधिकार है. स्वतंत्रता सभी का एक कभी न खत्म होने वाला जन्मसिद्ध अधिकार है. श्रम समाज का वास्तविक निर्वाहक है. निष्ठुर आलोचना और स्वतंत्र विचार ये क्रांतिकारी सोच के दो अहम लक्षण हैं. मैं एक मानव हूँ और जो कुछ भी मानवता को प्रभावित करता है उससे मुझे मतलब है.

..भगत सिंह

OR

Q.7) Edit and Summarize the Paragraph

(15)

When was the last time when one saw a man who looked like a man and had manly qualities in a television serial? Someone with masculine qualities like leadership, aggression, protectiveness, assertion, and pure old anger (actions that are considered as terrorizing by feminists)? Someone who had rugged looks, who wore a man's clothes and not some pansy embroidered clothing; who had traces of facial hair, who didn't have carved eyebrows, bleached skin and manicured hands? Someone who walked and talked like a man and not like some kind of kid terrorized by the neighborhood bully? Someone who took decisions and led those decisions instead of just cowering behind someone? Don't stretch your brains, because manliness became extinct from the television industry in the 90s itself. If one needs to find an example of complete feminist conquest, look no further than the Indian television serials. True, in soaps all over the world, male characters are being pushed into the background but in Indian soap operas the conquest of feminism is 100 percent complete. This dystopia is ruled by women who have a lot of face on their makeup and who are adorned with enough gold to make Fort Knox cry tears of shame. The combined weight of their attire and jewellery makes them a weight walker and not just a weightlifter.

Women in these serials come in three categories-

The middle aged heavily adorned and bejeweled ones who are macabre and evil beyond imagination. They can make any crime lord look like a novice and are conspiring against everyone from the cradle to the crematorium. Luckily, their criminal empire extends only till their family which can have between sixty to two hundred members.

The very old ones who are more devout than all "bhakti" saints put together, who are instant sources of pious platitudes and doyens of tradition.

The third and the most important is the young woman, the protagonist around whom this whole dystopia revolves and conspires. She is young, sweet and mature beyond any scope of the puny human mind with sacrifice, selflessness and goodness firmly embedded in her DNA, thanks to the "samskaars" given by her spectacled "Babuji" in a safari suit and a purdah clad Mummy. She is shy like a mimosa, innocent like a preschooler, virginal like Snow White, a moral educator for anyone who chooses to listen, an adviser for any situation which can range from someone's divorce to someone getting married for the third time, a social crusader...

In fact the TV serial need not even specify that she is a fictitious character.

She has two to three siblings. If it's a sister, then she will be a prototype in making of her "Didi". If it's a brother, well then he will be like any other piece of furniture in the house. The audience of these shows is overwhelmingly housewives and hence the serial makes these masterpieces comprising of utopian and feminist fantasies, all in the name of showing a woman centric

programme. Men as mentioned earlier, are relegated to the background and one hardly notices their presence. They are thoroughly effeminate and without any virility in them.

The elders of the house; these are old men who speak philosophically and do nothing else. The husbands are mere tools for the manipulations of the wily mother and sinister wife. The only manly looking men in the serials, the villains, are chauvinists having amorous designs on the heroine and the other nubile women. He has to be outwitted by the heroine with the help of her robotic husband. Same goes for the evil mother in law or grand aunt or the envious woman next door. In trying to create a woman centric story, all these serials do is degrade the woman further and make a caricature out of her.

As for the men, it gives the word misandry a whole new dimension. Can we even expect to see a hint of reality in these horrid creations? Why does a family have to look like a brigade dressed ornately? And why are they never less than twenty or fifty in number? Why can't anyone dress in normal everyday clothes? What's the point of the women wearing heavy jewellery early in the morning and the men wearing sherwanis and suits during dinnertime? Why does the house have to resemble a museum or a palace? How many joint families does one really find in an urban area? Even while showing a middle class family, the house is as big as the eye can see. Why can't they actually show men going to work? How can they not show a man earning his living? Why do they have to hang around their wives all the time, adding value to the already unbearable stupidity? Why must a widow dress in a satiny white saree? Which century are these people living in? Isn't this a slap on the face of the reformers who spent all their lives working towards breaking the social stigmas that surround widows? What's with this obsession with extra marital affairs and illegitimate children? Why isn't there a definite script beforehand instead of writing it on the sets? Two years of any of these soaps makes one feel like they have been running since the time Henry Ford invented the automobile. Why must the whole universe revolve around the fight between the mom in law and daughter in law? Are there absolutely no more domestic issues to talk of? And why are half of the women portrayed as hideous characters full of hatred and envy, who incapable of thinking anything except conspiring and plotting the downfall of others? Isn't this a mutilation of women in general? But what's important is that regardless of being a woman centric programme men cannot and should not be portrayed dead as furniture or miniscule as mites. Will it hurt these people to show men who can head the family instead of representing them as pansies capable of only talking fancy? Why can't they be someone whom their children, wives and parents look at with love and pride? If this is the general idea of how people want to be entertained then something is wrong with the audience as well as those who make these shows. The way in which a society amuses and entertains itself is a direct reflection of the identity of the society as well. And judging by that, we have built a very lousy identity.

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
1ST SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM
DATE: 27/09/2017

SUB: INTRODUCTION TO COMPUTER
TIME: 2.5 HRS
MARKS: 75

Instructions:

1. Make suitable assumptions wherever necessary.
2. Answer to the same questions must be written together.
3. Draw diagrams wherever necessary.
4. All questions are compulsory.
5. Q. no. 1 is compulsory.

Q1 a) What is network? Explain the types of Network. [15]

Q2 a) Explain bus topology. [8]

b) What are the parts of a computer system? [7]

OR

a) Explain ring topology. [8]

b) Write a note on secondary memory. [7]

Q3 a) What is GUI? What are its components? [8]

b) Advantages of computer networks. [7]

OR

a) What is operating system? What are their classifications? [8]

b) Short note on worm and Trojan horse. [7]

Q4 a) Explain the types of e-commerce. [8]

b) What is website? What are its types? [7]

OR

a) What is Excel? What are its uses? [8]

b) What is url? Explain its anatomy. [7]

Q5 a) Short Note on Photoshop and Illustrator. [8]

b) Explain visual communication design. [7]

OR

a) Short Note on PageMaker and Corel Draw. [8]

b) Explain the stages in design process. [7]

1

2

3

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

SEMESTER IST A.T.K.T EXAMS 2017- 2018

STREAM: FYBMM

SUBJECT: INTRODUCTION TO SOCIOLOGY

DATE:29/9/2017

TIME: 2.5 HRS

MARKS: 75

INSTRUCTION: Attempt all questions.

- Q. 1 A. what is culture shack? (8)
B. What are rights to information? (7)
OR
A. What is Sub culture? (8)
B. What are sects and cults?
- Q. 2 A. What is need for social groups? (8)
B. What is dis functions of Religious? (7)
OR
A. How is Society controlled by Religion and Beliefs? (15)
- Q. 3 A. What is views value? (15)
OR
A. Discuss the economic system in Simple and Complex societies.
- Q.4 What is social exchange theory. (15)
OR
What is cultural relativism?
- Q. 5 What are indicators of social class? (15)
OR
Discuss what is social change?

----- **ALL THE BEST** -----

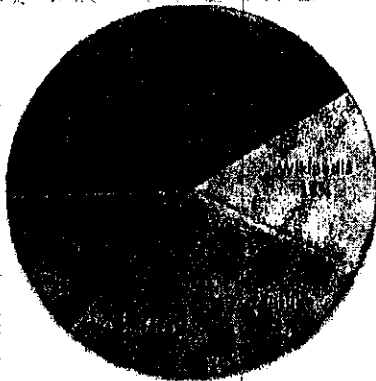


REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
IIND SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM
DATE: 27/9/2017

SUB: EFFECTIVE COMMUNICATION -II
TIME: 2.5 HRS
MARKS: 75

- Q 1 A) Novels, and short stories are my favorite types of literature. My favorite author is Mark Twain. I have read almost every book he ever wrote and Huckleberry Finn is my favorite, but I also love The Tragedy of Pudd'nhead Wilson A connecticut Yankee in King Arthur's Court, and Life on the Mississippi. What I like most about Mark Twain's books is that they are very funny. Sometimes the characters themselves has a good sense of humor. Pudd'nhead Wilson, for example, often find the humor in any situation. Other times, the characters are funny even though they don't mean to be. They do things that are silly, and ridiculous. Twain's books aren't simply funny; and they also teach readers valuable lessons about life, and the story of Huckleberry Finn and Jim, for example, teaches us the value of freedom and Independence. It also shows the evils of racism in its story of Jim, who escapes slavery. Twain's vivid images bring a time and place to life. When I read his book about the Knights of the Round Table, I could imagine myself standing there with brave galahad and launcelot. His descriptions of the people and places along the Mississippi River are the best of all. Twain grew up along that river, and his books reveal his deep love for the area. Twain will always be known for his funny tales, accurate descriptions and important ideas.
- 1) Do the necessary changes in the above paragraph. 05
2) Write a summary of the above paragraph. 05
3) What are the principles of Editing? 05
- Q 2 A) Write a letter to the editor of a newspaper drawing attention to bad condition of road in your area. 08
B) Write a letter under the RTI act to RTO asking them the reason for delay in issuing your license. 07
- OR
- Q 2 C) Explain the elements of a news Report 08
D) Summarizing means capturing the essence and not just pruning the number of words. Elaborate. 07
- Q 3 A) Heavy rainfall has blocked the major routes of the city. Write a news report. 08
B) Interpret the following pie diagram and write a paragraph on usage of Social media. 07



OR

Q.P. Code :04087

- Q 3 C) Write a complaint letter to a fountain pen manufacturer who has sent you 500 pens, many of which are found to be leaking when used. 08
- D) Define 'precis' What are the points you take into consideration while making one? 07
- Q 4 A) Explain principles of Copy Writing. 08
- B) Your department Organized a national level conference on media. Write a post event report. 07
- OR**
- Q 4 C) Translate the following paragraph in Hindi or Marathi. 08
- Democracy is commonly defined as a government of the people, by the people and for the people. Freedom and democracy walk hand in hand. Democracy, in my view, is only compatible with a free economy. Like a fish to water, democracy can only exist in an atmosphere of freedom of action; it is completely incompatible with a system that provides for a governing authority with coercive power. We live in society today where the media plays a pivotal role in how we see the world, and how our opinions are formed, whether it is from what we watch on television or what we gather from newspapers.
- Media acts as an interface between the common man and the Government. It is a very powerful tool with the ability to make and break the opinion of people. If media tells the public that this picture is being demanded as one of the most wanted terrorists, people would regard him as one blindly. It has the capacity to swing perceptions or evoke emotions. This is what it has gained – faith of public.
- D) Amitabh Bacchhan is appointed as a brand ambassador to promote Gujrat Tourism. Draft the press release. 07
- Q 5 Write in brief on any THREE. 15
- 1) Body Copy
 - 2) Coherence and Cohesion
 - 3) Types of Reports
 - 4) Hard news and soft News
 - 5) Inverted Pyramid

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
IIND SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM SUB: POLITICAL CONCEPT & INDIAN POLITICAL
DATE: 26/9/2017 TIME: 2.5 HRS MARKS: 75

Please check whether you have got the right question paper.

N.B: 1. Question.No.1 is compulsory.

- Q.1** Discuss any one of the issue given below with special reference to one specified fundamental right or fundamental duty or directive principle. (15)
- a) Actor Salman Khan and the black buck case
b) Gau rakshaks beat up Dalits skinning the hide of cows in Gujarat.
- OR**
- Q.2** Answer any ONE of the following. (15)
- a) What are fundamental duties? Distinguish between fundamental duties and fundamental rights.
b) What are the conditions necessary for the successful practice of democracy.
- OR**
- Q.3** Answer either (a) or (b)
- a) i) Elaborate the role of media as a watch dog or fourth pillar in Indian Democracy? (08)
ii) Explain any 4 non-democratic form of Government along with examples?
b) i) How digital media is used to construct public opinion. (08)
ii) Trace the evolution of the Indian Party system from One Party dominance System (OPDS) to multiparty System (MPS). (07)
- OR**
- Q.4** Answer either (a) or (b)
- a) i) What is Present status of Dalit movement in Maharashtra State? (08)
ii) Explain the reasons for emergence of coalition government. (07)
b) i) What is the role of Dominant castes in Maharashtra politics. (08)
ii) Explain the unitary feature of the Indian Constitution. (07)
- OR**
- Q.5** Answer any three of the following. (15)
- a) Importance of Preamble.
b) 73rd and 74th constitutional Amendment.
c) Quasi federalism in India.
d) Akali dal
e) Freedom of Press

XXXXXXXXXXXXXXXXXX

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
IIND SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM

SUB: PRINCIPLES OF MARKETING MANAGEMENT

DATE: 27/9/2017

TIME: 2.5 HRS

MARKS: 75

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Draw neat labeled diagrams wherever necessary.
 3. Present the answers with relevant examples.
 4. Figures to the right indicate marks.

- Q.1 Read the case and answer the following questions.
'Forever Young' cosmetics is planning to launch a new range of 'anti-wrinkle creams' in the Indian market. They conducted a market survey and found potential competition from 'Roop Nikhar'. Since 'Forever Young' is targeting the higher strata of society, the cream is being priced much higher than their competitors. They plan to use the television as a medium to advertise this anti-wrinkle cream as opposed to print media which is largely used by them for their other products. Officials at 'Forever Young' feel that with the correct style of promotion they could easily taste success in the market.
1. Identify and explain the pricing strategy that is being used by 'Forever Young'. Is this strategy appropriate? 05
Justify.
 2. Enumerate the prerequisite qualities that a salesman selling "Forever Young" should possess. 05
 3. Who, according to you, should be the brand ambassador of 'Forever Young'? Why? 05
- Q.2 (A) "The customer is not to be treated as one time purchaser, but as a person who will patronize the brand for life time." Examine the statement and explain the importance of CRM in today's highly competitive marketing environment. 15
- OR
- (B) What is market segmentation? Outline the different types of segmentation employed in consumer markets: 15
geographic, demographic, psychographic and behavioral.
- Q.3 (A) What are the features of marketing? 08
(B) Discuss various tools of Internet marketing? 07
- OR
- (C) Discuss the different buying motives. 08
(D) Distinguish between traditional marketing and modern marketing? 07
- Q.4 (A) Discuss the stages in the product life cycle? 08
(B) How is the skimming the cream pricing strategy different from penetrating market strategy? 07
- OR
- (C) What is service marketing? Explain its features. 08
(D) Discuss various types of sales promotions. 07
- Q.5 Write short notes on (any three). 15
- (a) Niche marketing
 - (b) Product line and product range
 - (c) Types of customers
 - (d) IMC
 - (e) Features of Rural market.

2

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
IIND SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM
DATE: 28/9/2017

SUB: INTRODUCTION TO PSYCHOLOGY
TIME: 2.5 HRS
MARKS: 75

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.
2. Marks are indicated to the right of each question.

- Q.1 Define motivation. Explain Maslow's Hierarchy of Needs theory. Illustrate with examples as to how this theory can be applied to mass media. (15)
- Q.2 Answer any one set:
- a. Explain in brief the various branches of Psychology. (07)
 - b. Define thinking. What are the characteristics of a creative thinker? (08)
- OR
- c. Discuss the positive and negative media effects. (07)
 - d. Discuss the effects of violence depicted in the media. (08)
- Q.3 Answer any one set:
- a. Discuss the Fundamental aspects of personality. (07)
 - b. Enumerate the various research methods used in media psychology. (08)
- OR
- c. Explain briefly Gestalt's principles of perception. (07)
 - d. Discuss the process of Indoctrination through Mass Media. (08)
- Q.4 Answer any one set:
- a. Explain Freud's Psychoanalytic theory and the Trait theory of Personality. (15)
- OR
- b. What do you understand by Conformity and Compliance? What experiments have been carried out to illustrate these phenomena? (15)
- Q.5 Write Short notes on any 3 of the following (15)
- a. Cognitive Dissonance
 - b. Theories of Memory
 - c. Pro-social media effects
 - d. Types of prejudice
 - e. Stages of creative Thinking

②

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
IIND SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM
DATE: 29/9/2017

SUB: PRICIPLE OF MANAGEMENT
TIME: 2.5 HRS
MARKS: 75

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.
2. Figures to the right indicate marks allotted to the questions.

- Q.1. a) How did identification of the Hawthorne effect lead to the recognition of the importance of psychological and social factors at work? (15)
- OR
- b) What is decision making? Why is it considered as the primary task of the manager? (15)
- Q.2. a) Why is Frederick Taylor called the father of scientific management and Henri Fayol the father of modern management theory? (15)
- OR
- b) Explain the function of planning and steps involved in the planning process. (15)
- Q.3. a) What are different approaches to management? Describe in detail the systems approach to management. (15)
- OR
- b) Define staffing with special reference to recruitment. (15)
- Q.4. a) What are qualities of a good leader? Why is leadership considered situational in nature? (15)
- OR
- b) Define group dynamics? Explain different types of groups. (07)
What do you understand by conflict management? (08)
- Q.5. Write short notes on any 3 from the following :- (15)
1. Total Quality Management
 2. Performance Appraisal
 3. Formal and Informal groups
 4. On-the-job training methods
 5. Corporate Social Responsibility
-

(a)

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
IIND SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM
DATE: 3/10/2017

SUB: INTRODUCTION TO ENGLISH LIT
TIME: 2.5 HRS
MARKS: 75

Q1. Answer briefly any three of the following questions: (15)

- i) What is the difference between reading a newspaper and reading a novel?
- ii) Why is the plot considered the basis of narration in a novel?
- iii) What are the main features of a short story?
- iv) How does the poet's use of tone shape the reader's response to the poem?
- v) What tools does the dramatist use to develop the characters in a play?

Q2. A.

- i) Does the choice of first person narration in the story **The Thief** make the story more effective? Give your views. (8)
- ii) What would you say is the theme of Chekhov's story **The Lottery Ticket**? (7)

OR

Q2. B.

- i) Shashi Deshpande has been considered a feminist writer. Select any one of her short stories and bring out the relevance of this view. (8)
- ii) How does the possibility of wealth bring out the true nature of Ivan Dmitritch in Chekhov's story **The Lottery Ticket**? (7)

Q3. Answer any one of the questions with reference to the novel you have studied. (15)

- i) Discuss the significance of the title of the novel you have studied.

OR

- ii) Analyse the novel you have studied on the basis of theme and plot.

OR

- iii) Which character/s made an impact on you? How was the novelist successful in doing so?

Q4. A.

- i) Analyse Tennyson's **Now Sleeps the Crimson Petal** as a love poem. (8)
- ii) Examine Emily Dickinson's skilful combination of imagery and metaphor in the poem **A Thunderstorm**. (7)

OR

Q4. B.

- i) Elaborate the theme of escapism in Keats's poem **Ode to a Nightingale**. (8)
- ii) Comment on Wordsworth's observation of the daffodils and their impact on him in the poem **I Wandered Lonely as a Cloud**. (7)

Q5. Answer **only one** question from **either play**. (15)

A.

- i) What is the significance of the two settings – Venice and Belmont – in **The Merchant of Venice**?

OR

- ii) In **The Merchant of Venice** how does the character of Portia compare with the men around her?

OR

B.

- i) Comment on the portrayal of Man in the one act play **The Rising of the Moon** by Lady Gregory.

OR

- ii) What is the significance of the Irish ballads in **The Rising of the Moon**? How integral are they to the action of the play?

(5)

F.Y.BMM Sem. 1 2017 A.T.K.T

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
1ST SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM
DATE: 25/9/2017

SUB: EFFECTIVE COMMUNICATION SKILL
TIME: 2.5 HRS
MARKS: 75

INSTRUCTION: ATTEMPT ANY FIVE QUESTIONS

Q.1) A) What Do You Mean By The Term Communication? Explain Its Process With The Help Of A Diagram. (7)

Q.1) B) What Is Editing? Explain Its Steps. (8)

OR

Q.2) A) Who Is a Writer? Explain Any Four Types Of Writers. (7)

Q.2) B) What Is Oral Communication? Explain Its Principles. (8)

OR

Q.3) A) What Is Mind Mapping? Draw A Mind Map on Big Boss Season 8 (7)

Q.3) B) What Is Translation? Explain the Skills Required For Translation. (8)

OR

Q.4) A) Script a Radio Interview between an RJ and Aamir Khan's controversial poster of the movie PK. (8)

Q.4) B) What Is Reading? Explain the Two Main Reasons for Reading (7)

OR

Q.5) A) What Is Creativity? Explain How You Would Improve Your Creative Abilities. (7)

Q.5) B) What Is Communication? Explain the Communication Tools Used By Gen Y. (8)

OR

Q.6) A) Translate the Following Quotes from Hindito English

(15)

जिंदगी तो सिर्फ अपने कंधों पर जी जाती है,

दूसरों के कंधे पर तो सिर्फ जनाजे उठाए जाते हैं. मेरा धर्म देश की सेवा करना है. प्रेमी, पागल और कविएक ही चीज से बने होते हैं. देश भक्तों को अक्सर लोग पागल कहते हैं. राख का हर एक कण मेरी गर्मी से गतिमान है.

मैं एक ऐसा पागल हूँ जो जेल में भी आजाद है.

यदि बहारों को सुनना है तो आवाज को बहुत जोरदार होना होगा. जब हमने बम गिराया तो हमारा धैर्य किसी को मारना नहीं था.

हमने अंग्रेजी हुकूमत पर बम गिराया था. अंग्रेजों को भारत छोड़ना चाहिए और उसे आजाद करना चाहिए. किसी को 'क्रांति' शब्द की व्याख्या शाब्दिक अर्थ में नहीं करनी चाहिए.

जो लोग इस शब्द का उपयोग यादुरूपयोग करते हैं उनके फायदे के हिस्से से अलग अलग अर्थ और अभिप्राय दिए जाते हैं. जरूरी नहीं था कि क्रांति में अभिशप्त संघर्ष शामिल हो. यह बम और पिस्तौल का पंथ नहीं था.

आमतौर पर लोग जैसे चीजें हैं उसके आदी हो जाते हैं और बदलाव के विचार से ही कांपने लगते हैं. हमें इसी निष्क्रियता की भावना को क्रांतिकारी भावना से बदलने की जरूरत है. जो व्यक्ति विकास के लिए खड़ा है उसे हर एक रूढ़िवादी चीज की आलोचना करनी होगी, उसमें अविश्वास करना होगा तथा उसे चुनौती देनी होगी. मैं इस बात पर जोर देता हूँ कि मैं महत्वाकांक्षा, आशा और जीवन के प्रति आकर्षण से भरा हूँ. मैं पर ज़रूरत पड़ने पर मैं ये सब त्याग सकता हूँ, और वही सच्चा बलिदान है. अहिंसा को आत्म-बल के सिद्धांत का समर्थन प्राप्त है जिसमें अंततः

प्रतिद्वंद्वी पर जीत की आशा में कष्ट सह जाता है.

लेकिन तब क्या हो जब ये प्रयास अपना लक्ष्य प्राप्त करने में असफल हो जाएं? तभी हमें आत्मबल को शारीरिक बल से जोड़ने की जरूरत पड़ती है ताकि हम अत्याचारी और क्रूर दुश्मन के रहमों पर न निर्भर करें.

किसी भी कीमत पर बल का प्रयोग करना काल्पनिक आदर्श है और नया आंदोलन जो देश में शुरू हुआ है और जिसके आरम्भ की हम चेतावनी दे चुके हैं वो गुरु गोबिंद सिंह और शिवाजी, कमाल पाशा और राजा खान

. वाशिंगटन और गैरी बाल्डी, लाफायेट और लेनिन के आदर्शों से प्रेरित है.

इंसान तभी कुछ करता है जब वो अपने काम के औचित्य को लेकर सुनिश्चित होता है, जैसा कि हम विधानसभामें बम फेंकने को लेकर थे. व्यक्तियों को कुचलकर उनके विचारों को नहीं मार सकते.

कानून की पवित्रता तभी तक बनी रह सकती है जब तक वो लोगों की इच्छा की अभिव्यक्ति करे.

क्रांतिमानव जाति का एक अपरिहार्य अधिकार है. स्वतंत्रता सभी का एक कभी न खत्म होने वाला जन्मसिद्ध अधिकार है. श्रम समाज का वास्तविक निर्वाहक है. निष्ठुर आलोचना और स्वतंत्र विचार ये क्रांतिकारी सोच के दो अहम लक्षण हैं

. मैं एक मानव हूँ और जो कुछ भी मानवता को प्रभावित करता है उससे मुझे मतलब है.

.. भगत सिंह

OR

Q.7) Edit and Summarize the Paragraph

(15)

When was the last time when one saw a man who looked like a man and had manly qualities in a television serial? Someone with masculine qualities like leadership, aggression, protectiveness, assertion, and pure old anger (actions that are considered as terrorizing by feminists)? Someone who had rugged looks, who wore a man's clothes and not some pansy embroidered clothing; who had traces of facial hair, who didn't have carved eyebrows, bleached skin and manicured hands? Someone who walked and talked like a man and not like some kind of kid terrorized by the neighborhood bully? Someone who took decisions and led those decisions instead of just cowering behind someone? Don't stretch your brains, because manliness became extinct from the television industry in the 90s itself. If one needs to find an example of complete feminist conquest, look no further than the Indian television serials. True, in soaps all over the world, male characters are being pushed into the background but in Indian soap operas the conquest of feminism is 100 percent complete. This dystopia is ruled by women who have a lot of face on their makeup and who are adorned with enough gold to make Fort Knox cry tears of shame. The combined weight of their attire and jewellery makes them a weight walker and not just a weightlifter.

Women in these serials come in three categories-

The middle aged heavily adorned and bejeweled ones who are macabre and evil beyond imagination. They can make any crime lord look like a novice and are conspiring against everyone from the cradle to the crematorium. Luckily, their criminal empire extends only till their family which can have between sixty to two hundred members.

The very old ones who are more devout than all "bhakti" saints put together, who are instant sources of pious platitudes and doyens of tradition.

The third and the most important is the young woman, the protagonist around whom this whole dystopia revolves and conspires. She is young, sweet and mature beyond any scope of the puny human mind with sacrifice, selflessness and goodness firmly embedded in her DNA, thanks to the "samskaars" given by her spectacled "Babuji" in a safari suit and a purdah clad Mummy. She is shy like a mimosa, innocent like a preschooler, virginal like Snow White, a moral educator for anyone who chooses to listen, an adviser for any situation which can range from someone's divorce to someone getting married for the third time, a social crusader...

In fact the TV serial need not even specify that she is a fictitious character.

She has two to three siblings. If it's a sister, then she will be a prototype in making of her "Didi". If it's a brother, well then he will be like any other piece of furniture in the house. The audience of these shows is overwhelmingly housewives and hence the serial makes these masterpieces comprising of utopian and feminist fantasies, all in the name of showing a woman centric

programme. Men as mentioned earlier, are relegated to the background and one hardly notices their presence. They are thoroughly effeminate and without any virility in them.

The elders of the house; these are old men who speak philosophically and do nothing else. The husbands are mere tools for the manipulations of the wily mother and sinister wife. The only manly looking men in the serials, the villains, are chauvinists having amorous designs on the heroine and the other nubile women. He has to be outwitted by the heroine with the help of her robotic husband. Same goes for the evil mother in law or grand aunt or the envious woman next door. In trying to create a woman centric story, all these serials do is degrade the woman further and make a caricature out of her.

As for the men, it gives the word misandry a whole new dimension. Can we even expect to see a hint of reality in these horrid creations? Why does a family have to look like a brigade dressed ornately? And why are they never less than twenty or fifty in number? Why can't anyone dress in normal everyday clothes? What's the point of the women wearing heavy jewellery early in the morning and the men wearing sherwanis and suits during dinnertime? Why does the house have to resemble a museum or a palace? How many joint families does one really find in an urban area? Even while showing a middle class family, the house is as big as the eye can see. Why can't they actually show men going to work? How can they not show a man earning his living? Why do they have to hang around their wives all the time, adding value to the already unbearable stupidity? Why must a widow dress in a satiny white saree? Which century are these people living in? Isn't this a slap on the face of the reformers who spent all their lives working towards breaking the social stigmas that surround widows? What's with this obsession with extra marital affairs and illegitimate children? Why isn't there a definite script beforehand instead of writing it on the sets? Two years of any of these soaps makes one feel like they have been running since the time Henry Ford invented the automobile. Why must the whole universe revolve around the fight between the mom in law and daughter in law? Are there absolutely no more domestic issues to talk of? And why are half of the women portrayed as hideous characters full of hatred and envy, who incapable of thinking anything except conspiring and plotting the downfall of others? Isn't this a mutilation of women in general? But what's important is that regardless of being a woman centric programme men cannot and should not be portrayed dead as furniture or miniscule as mites. Will it hurt these people to show men who can head the family instead of representing them as pansies capable of only talking fancy? Why can't they be someone whom their children, wives and parents look at with love and pride? If this is the general idea of how people want to be entertained then something is wrong with the audience as well as those who make these shows. The way in which a society amuses and entertains itself is a direct reflection of the identity of the society as well. And judging by that, we have built a very lousy identity.

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

SEMESTER IST A.T.K.T EXAMS 2017- 2018

STREAM: FYBMM SUBJECT: FUNDAMENTAL OF MASS COMMUNICATION

DATE: 26/9/2017

TIME: 2.5 HRS

MARKS: 75

Q. 1 A. Explain the difference between Mass communication and mass media. (8)
OR

A. Is there any impact of mass media on women and culture? How?

B. Explain in details has well model of communication. (7)

Q. 2 A. What is the code of broad cast for AIR and Doordarshan? (8)

B. What has been the impact of media in our culture? (7)

OR

A. Explain with examples the various forms of communication. (8)

B. Explain gate keeping? (7)

Q. 3 A. Public Relations is all about public and communication. Explain? (15)

OR

A. Discuss the objectives of mass communication.

Q. 4 A. Define barriers to communication with reference to socio-psychological barriers. (15)

OR

A. Do you think mass media only creates negative impact on children and youth?

Q. 5 Write short note on (any 3) (15)

1. Media convergence

2. Laswell model of communication.

3. Electronic media of communication

4. Role of mass communication

5. Magazines and newspapers

----- ALL THE BEST -----

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
1ST SEMESTER A.T.K.T EXAM 2017-2018

STREAM: F.Y.BMM
DATE: 27/09/2017

SUB: INTRODUCTION TO COMPUTER
TIME: 2.5 HRS **MARKS: 75**

Instructions:

1. Make suitable assumptions wherever necessary.
2. Answer to the same questions must be written together.
3. Draw diagrams wherever necessary.
4. All questions are compulsory.
5. Q. no. 1 is compulsory.

- Q1 a) What is network? Explain the types of Network. [15]
- Q2 a) Explain bus topology. [8]
b) What are the parts of a computer system? [7]
- OR**
- a) Explain ring topology. [8]
b) Write a note on secondary memory. [7]
- Q3 a) What is GUI? What are its components? [8]
b) Advantages of computer networks. [7]
- OR**
- a) What is operating system? What are their classifications? [8]
b) Short note on worm and Trojan horse. [7]
- Q4 a) Explain the types of e-commerce. [8]
b) What is website? What are its types? [7]
- OR**
- a) What is Excel? What are its uses? [8]
b) What is url? Explain its anatomy. [7]
- Q5 a) Short Note on Photoshop and Illustrator. [8]
b) Explain visual communication design. [7]
- OR**
- a) Short Note on PageMaker and Corel Draw. [8]
b) Explain the stages in design process. [7]

(S)

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

SEMESTER IST A.T.K.T EXAMS 2017- 2018

STREAM: FYBMM

SUBJECT: INTRODUCTION TO 20TH CENTURY WORLD HISTORY

DATE: 28/9/2017

TIME: 2.5 HRS

MARKS: 75

Q. 1 A. Discuss the reasons and effects of Second World War? (8)

B. Explain the detailed causes of world war one? (7)

OR

A. Discuss the history and function of UNO?

B. Discuss the rise of communism in China?

Q. 2 A. Discuss how Adolf Hitler uses the Mass media prevalent at that time, for propaganda, before and during World War II? (8)

B. What are Human rights? Discuss five human rights (15)

OR

B.Trace the career of Nelson Mandela and the anti-apart held movement.

Q. 3 Explain in detailed Indo Pak war and formation of Bangladesh? (15)

OR

What are the factors that cause rise of dictatorship in Italy?

Q. 4 A. The British left us with two countries trace the development of partition. (15)

OR

A. How did the Indian government deal with refugee problem post the partition of India?

Q. 5 Write short note on any three. (15)

1. List out the objectives of BAARC

2. Fascism

3. Nazi "Hitler's Germany"

4. Treaty of Versailles

5. Worsens pact

6

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

SEMESTER IST A.T.K.T EXAMS 2017- 2018

STREAM: FYBMM

SUBJECT: INTRODUCTION TO SOCIOLOGY

DATE:29/9/2017

TIME: 2.5 HRS

MARKS: 75

INSTRUCTION: Attempt all questions.

- Q. 1 A. what is culture shack? (8)
B. What are rights to information? (7)
OR
A. What is Sub culture? (8)
B. What are sects and cults?
- Q. 2 A. What is need for social groups? (8)
B. What is dis functions of Religious? (7)
OR
A. How is Society controlled by Religion and Beliefs? (15)
- Q. 3 A. What is views value? (15)
OR
A. Discuss the economic system in Simple and Complex societies.
- Q.4 What is social exchange theory. (15)
OR
What is cultural relativism?
- Q. 5 What are indicators of social class? (15)
OR
Discuss what is social change?

----- **ALL THE BEST** -----

(3)

REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

SEMESTER IST A.T.K.T EXAMS 2017- 2018

STREAM: FYBMM

SUBJECT: INTRODUCTION TO ECONOMICS

DATE: 3/10/2017

TIME: 2.5 HRS

MARKS:75

Q.1 A. State objectives of International monetary fund. (8)

B. State the features of Monopoly. (7)

OR

A. Difference between inflation and deflation.

B. Explain economics of scale.

Q.2 A. State the types of Budget. (8)

B. State the types of deficits. (7)

OR

A. Write the difference between short run and long run production function. Explain?

B. Explain Commercial break and its functions?

Q. 3 A. What are the features of oligopoly? (15)

OR

A. What is demand? Name any five factors that determine a demand.

Q.4 A. Explain the concept of cost with its different types. (15)

OR

A. What is law of demand assumptions and exception? (7)

B. Balance of trade V/S Balancer of payment? (8)

Q.5 Write short notes on (any 3) (15)

1. Macroeconomics

2. Microeconomics

3. Features of monopolistic competition

4. Inflation

5. International Monetary fund

11