

FYBMM  
27/2/2020

FYBMM Sem-1 2019-20 [Re-]

**Subject: History of Media**

**Marks: 75**

**Time: 2:30 Hours**

- NB: 1. All questions are compulsory  
2. Each question carries 15 marks

Q.1 Explain the following concepts (Any five) (15)

- Freedom of Press
- Licensing Regulations, 1823
- Vernacular Press Act, 1878
- Oodhund Martand
- Satellite Television
- Advertising in India
- Urdu Press
- Bengal Gazette

Q.2 Answer any two: (7 ½ marks each) (15)

- Explain the role of media in India's struggle for independence.
- Explain Marathi Press in detail.
- Explain the origin of Hindi Cinema?
- Write a short note on the contribution of Dr. B.R Ambedkar in Dalit movement.

Q.3 Answer any two: (7 ½ marks each) (15)

- Explain the period of emergency and the role played by Indian Press.
- Write a brief note on Telugu Press.
- Write a short note on history of documentaries in India.
- Write about the contributions of Maulana Abdul Kalam Azad in the independence era.

Q.4 Write in brief about the evolution of Press in India. List the developments of vernacular newspapers. (15)

OR

Explain in brief the contribution of great masters of world cinema such as Sergei Eistenstein, Satyajit Ray and David Lynch.

Q.5 Write short notes on: (Any three) (15)

- Malayalam Press
- Martin Scorsese
- Anand Patwardhan
- Bal Gangadhar Tilak
- KP Keshava Menon

FYBMM 1  
3/2/2020

FYBMM sem-1 2019-20

Subject: Foundation Course/FYBMM/SEM-I

Time: 2:30 Hours

Marks: 75

- NB: 1. All questions are compulsory  
2. Each question carries 15 marks

Q1. Explain the following Concepts: (Any 5) (15)

- Explain the social inequalities caused by caste system.
- Explain the various issues relating to orthopedically challenged person.
- Explain Multi Religious Society.
- What is Gender Disparity?
- Explain the term Communalism.
- Portrayal of Women in Media.
- Explain the term Socialist.
- Explain fundamental duties.

Q2. Answer any two: (7 ½ marks each) (15)

- What is unique about India's Culture? Explain with examples.
- Define the term Sex ratio. How has it changed in the last half 89 century?
- Types or forms of violence against women.
- Explain the causes of Communalism.

Q3. Answer any two: (7 ½ marks each) (15)

- Discuss the causes of growth of Regionalism.
- What are the measures to overcome linguistic conflicts?
- What are the effects of regionalism?
- Explain the structure of the constitution.
- Write a short note on political parties in India.

Q4. Explain the concepts of fundamental duties and their classification. (15)

OR

Explain what our Moral duties are. Give Examples.

Q.5 Write short notes on (Any three) (15)

- Fundamental Rights
- Women empowerment
- Caste discrimination
- Reservation
- Socialist

FYBMM  
6/2/2020**Subject: Current Affairs****Marks: 75****Duration: 2:30hrs**

Q.1 CASE STUDY-Answer all the five questions below- 3 marks each

(15)

Why is India's first attempt at a powered lunar landing important?

The story so far: When Chandrayaan 1, India's first moon mission was launched on October 22, 2008, from Sriharikota, using the Polar Satellite Launch Vehicle (PSLV), India became the fourth country to plant its flag on the lunar surface. On the moon, the mission conclusively detected traces of water along with magnesium, aluminium and silicon. Now, close to a decade later, India will launch its second lunar mission, Chandrayaan 2, on July 15, 2019, again from Sriharikota, using the Geosynchronous Satellite Launch Vehicle (GSLV) Mark III rocket. The launch falls a day short of the 50th anniversary of the launch of the American mission Apollo 11 which took humans to the moon and back. The first moon landing occurred on July 20, 1969, on the Apollo 11 mission which was launched on July 16. The GSLV Mark III rocket will first launch the spacecraft into an Earth Parking Orbit (170 km X 40,400 km). Then the height of the orbit will be enhanced until the spacecraft can reach out to the Lunar Transfer Trajectory. On entering the moon's sphere of influence, on-board thrusters will slow down the spacecraft, allowing it to be captured by the moon. Then it will be eased into a circular orbit (100 km X 100 km). From this orbit, the lander and rover will separate as a unit from the orbiter, and, through a series of braking mechanisms, the duo will "soft-land" on the moon, on September 6, 2019. Chandrayaan 2 will be the first mission to reach and study the south pole of the moon. It is made up of an orbiter, a lander named 'Vikram', after Vikram A. Sarabhai, the founding father of space science research in India, and a rover named 'Pragyan', which means 'wisdom'. At about 3,877 kg, the spacecraft weighs nearly four times its predecessor, Chandrayaan 1. It will be launched by the GSLV Mark III, the Indian Space Research Organisation's (ISRO's) most powerful and massive launcher. While Chandrayaan 1 sent its lander crashing into the moon, Chandrayaan 2 will use rocket technology to soft land 'Vikram', carrying its 'Pragyan' rover in a suitable high plain on the lunar surface, between two craters, Manzinus-C and Simpeliuss N, at a latitude of about 70° South. This landing is scheduled for September 6 this year. The total cost of the project is about ₹978 crore. The lander-rover combo has an expected lifetime of 14 days, while the orbiter will continue for a year. Using the Terrain Mapping Camera 2 which is on board the orbiter, the mission will produce images of the moon remotely from a 100 km lunar polar orbit. While the moon rotates about its axis, along its east-west direction, say, the lunar polar orbit will be in the perpendicular direction, along the lunar north-south direction. Thus, as the moon rotates, the orbiter gets a view of its entire surface from overhead. This data collected by the orbiter will be used to produce a 3D image of the moon's terrain. This is just one of the eight instruments, or payloads, on board the orbiter. The lander carries three such payloads, some of which will measure the electron density and temperature near the lunar surface; the vertical temperature gradient, and seismicity around the landing site. The rover will carry two instruments or payloads which will collect and test samples from the moon's surface to identify what elements they contain. The rover moves on six wheels and once let down on the moon, can travel about 500 m from the lander. There have been 38 attempts so far at "soft-landing" on the moon, with a success rate of 52% according to the ISRO website. The moon offers a pristine environment to study. It is also closer than other celestial bodies. Understanding how it formed and evolved can help us better understand the solar system and even earth itself. With space travel taking shape and exoplanets being discovered every day, learning more about earth's celestial neighbour can help in advanced missions. Finally, it is a piece of the larger puzzle as to how the solar system and its planets have evolved.

1. What is special about Chandrayaan 2?
2. What is the success rate of "soft-landing" on the moon?
3. Why should we have this mission? Why should we study the moon?
4. How will the mission study the moon?
5. How will the launch work?

Please answer in not more than 5-6 lines and not less than 3 lines.

Q.2 Attempt the following: (Any 2) (15)

- a. What are the main causes of inflation in India?
- b. What is e-commerce and how does it work?
- c. Describe the latest news on floods and draughts.
- d. How did the surgical strike in Uri affect Indo-Pak relations?

Q.3 Attempt the following: (Any 2) (15)

- a. Article 370 of the Indian Constitution gave special status to Jammu and Kashmir. Do you agree?
- b. Describe the current political dynamics of Maharashtra.
- c. What is the purpose of GST?
- d. Comment on the rise of unemployment amongst urban India.

Q.4 Comment on Brand Shri Narendra Modi. (15)

OR

Comment on the government's initiative in cutting down trees in Aarey Colony for construction of metro-shed.

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

- a. Note on Maharashtra Navnirman Sena (MNS)
- b. Health issues as a major problem
- c. Terrorism
- d. Advantages of GST
- e. Globalisation

BAMMC  
New

FYB: ... sem-1 2019-20

**FUNDAMENTALS OF MASS COMMUNICATION**

**Marks - 75**

**Duration 2.30hrs.**

**Instructions:**

- All questions are compulsory
- All questions carry equal marks

**Q.1. Explain following concepts – (Any five) (15)**

- Posture
- Broadsheet
- Oral communication
- Jargons
- Broadcast media
- Horn effect
- Polarization
- Feedback

**Q.2. Attempt the following – (Any Two) (15)**

- Write a detailed note on World Wide Website.
- Describe the evolution of Television in India.
- What are the various types of Social media?
- Explain the Aristotle model of communication.

**Q.3. Attempt the following – (Any Two) (15)**

- What are the objectives of communication?
- Explain briefly the history of Indian Cinema.
- List out the ways to overcome communication barriers.
- Distinguish between Traditional & Folk Media

**Q.4. Write an article on 'Women portrayal of Media'. (15)**

**OR**

**Q.4. Write an article on 'Impact of Mass Media on Culture'. (15)**

**Q.5. Write short note on (Any Three) (15)**

- Media Convergence
- Journalism
- Advertising
- Lasswell model
- Outdoor media

**EFFECTIVE COMMUNICATION SKILLS I**

**Marks - 75**

**Duration 2.30hrs.**

**Instructions:**

- All questions are compulsory
- All questions carry equal marks

**Q.1. Explain following concepts – (Any five) (15)**

- Plagiarism
- Cause marketing
- Appreciative listening
- Internet newsroom
- Geotagging
- Dubbing
- Government 2.0
- Webinars

**Q.2. Attempt the following – (Any Two) (15)**

- Describe the role of translation for Media professionals.
- Explain the types of thinking.
- Distinguish between translation & interpretation.
- What are the types of reading?

**Q.3. Attempt the following – (Any Two)**

- Write a detailed note on 'Conjunctions'
- What are the guidelines to improve interview skills?
- Explain the features of communication.
- Describe various types of sentences.

**(15)**

**Q.4. Explain in detail various non-verbal communication clues. (15)**

**OR**

**Q.4. Prepare your CV assuming your qualification & experience in the field of Media. (15)**

**Q.5. Write short note on (Any Three) , (15)**

- Prejudice
- Transcreation
- Decoding
- Voice over
- Skits

FYBMM.**Subject: Current Affairs****Marks: 75****Duration: 2:30hrs**

Q.1 CASE STUDY-Answer all the five questions below- 3 marks each

(15)

Brands leverage the popularity of Swachh Bharat Abhiyaan

Astral Pipes is the recent brand after Dettol, Lifebuoy, Domex and Ghadi Detergent to spread the message of hygiene for Swachh Bharat. Astral Poly Technik, a manufacturer and provider of CPVC piping and plumbing systems has joined hands with Prime Minister Narendra Modi's Swachh Bharat initiative. They have rolled out a new ad campaign #EveryWomansRight, which promotes cleanliness and the problem of open defecation. It also talks about the harassment faced by women when they have to defecate in open spaces. The three-minute communication is conceptualised by Lowe Lintas, Ahmedabad and features a group of men in a village who go to the fields in the morning to defecate. They are surrounded by angry women who accost them and talk about the harassment faced by women when they do the same. The women say they are seen as the pride of the village but there is no pride in seeing women defecate in the open where their lives are in danger. They continue to state that women are assaulted and sometimes even raped by peeping toms. They then make the case for respect at home by having a basic amenity such as toilets available at home. The communication ends with the message: "At Astral we believe, having a toilet in her house is every woman's fundamental right. We have joined hands with the Swachh Bharat Mission to bring about this critical change." The film has been launched on digital and offline platforms and will be pushed across government promoted outdoor initiatives. HUL had released a similar campaign "Haath, Munh aur Bum, Bimari Hogi Kum" in the past featuring a group of kids spreading the message of hygiene and washing hands with Lifebuoy soap before eating, drinking purified water from HUL's Pure it and defecating in Domex cleaned toilets. The initiative was called "Swachh Aadat, Swachh Bharat". Dettol too did a campaign "Dettol Banega Swachh India Initiative" on informing the citizens that on each sale of Reckitt Benckiser products like Harpic, Dettol Handwash, Lizol and Mortein, Rs. 1 will go towards establishing public toilets and school handwashing programs. Ghadi Detergent did a campaign, "Swachh Bharat Mission" on motivating people to make Indian clean and support the actions with clean clothes. Prime Minister's Swachh Bharat Abhiyaan was followed by a strong and popular campaign #DontLetHerGo featuring Bollywood stars Amitabh Bachchan, Kangana Ranaut, Isha Kopikkar, Omkar Kapoor and Ravi Kishan. The two-minute-45 second video, tells that how Goddess Laxmi, the symbol of wealth in Indian mythology, will walk away if one doesn't maintain cleanliness. With the iconic voice-over of Amitabh Bachchan, the message tells the viewer that by littering, they are letting Goddess Laxmi walk away. PM Modi's ambitious Swachh Bharat Mission or the Clean India Mission, is a nationwide campaign towards achieving clean roads, streets and infrastructure of the country's cities, towns as well as rural areas. Dr Jitendra Singh, Minister of State (MoS) for Ministry of Development of Northeast Region and MoS for Prime Minister's Office recently shared on Twitter that PM Narendra Modi will receive an award from the Bill and Melinda Gates Foundation for the Swachh Bharat Abhiyaan during his visit to the United States in October 2019. The Swachh Bharat Mission was launched in 2014 and its components include the construction of household toilets, community and public toilets and solid waste management.

Answer the following five questions- 3 marks each.

1. Explain HUL' advertisement in detail.
2. Why is Swacch Bharat Mission important in today's India?
3. How does Astral Poly Technik ad doing away with Gender Discrimination?
4. What is Amitabh Bacchan's message?
5. What award is the Prime Minister Narendra Modi receiving and why?

Please answer in not more than 5-6 lines and not less than 3 lines.

Q.2 Attempt the following: (Any 2) (15)

- a. What are the main causes of inflation in India?
- b. What is e-commerce and how does it work?
- c. List the causes and preventive measures of floods in India.
- d. Comment on the decision of Plastic Ban by Shri Narendra Modi.

Q.3 Attempt the following: (Any 2) (15)

- a. What are the impacts of demonetization in 2019?
- b. Describe the current political dynamics of Jammu and Kashmir.
- c. What is the purpose of GST?
- d. Comment on the rise of unemployment amongst urban India.

Q.4 Comment on the government's initiative in cutting down trees in Aarey Colony for construction of metro-shed. (15)

OR

Describe the early life and political career of Shri Narendra Modi.

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

- a. Note on Maharashtra Navnirman Sena (MNS)
- b. Health issues as a major problem
- c. Virtual Reality
- d. Gaming industry
- e. Privatization



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FYBMM Sem-1 2019-20

**Subject: Foundation Course - I**

**Time: 2:30 Hours**

**Marks: 75**

- NB: 1. All questions are compulsory  
2. Each question carries 15 marks

**Q1. Explain the following Concepts: (Any 5) (15)**

- a) Explain the social inequalities caused by caste system.
- b) Explain the various issues relating to orthopedically challenged person.
- c) Explain Multi Religious Society.
- d) What is Gender Disparity?
- e) Explain the term Communalism.
- f) Explain Regionalism.
- g) Explain the term Sovereign.
- h) Explain fundamental rights.

**Q2. Answer any two: (7 ½ marks each) (15)**

- a) What are the characteristics of Rural Urban Population?
- b) Write the causes of female Foeticide.
- c) Types or forms of violence against women.
- d) Explain the causes of Communalism.

**Q3. Answer any two: (7 ½ marks each) (15)**

- a) Define the characteristics of caste.
- b) Explain the factors contributing to communal conflict.
- c) What are the effects of regionalism?
- d) Explain the structure of the constitution.
- e) Write a short note on political parties in India.

**Q4. Explain the term physical disability. Discuss the various types of physical disabilities. (15)**

OR

Explain what our Moral duties are. Give Examples.

**Q5. Write short Notes: (Any 3) (15)**

- a) Linguistic conflicts in India.
- b) Status of women in the Vedic period.
- c) Types of political parties in India.
- d) Explain the preamble of Indian constitution
- e) Explain the ideals to be Achieved by the Indian state.

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FYBMM Sem-1 2019-20

**Subject: History of Media**

**Marks: 75**

**Time: 2:30 Hours**

- NB:**
1. All questions are compulsory
  2. Each question carries 15 marks

- Q.1** Explain the following concepts (Any five) (15)
- a. Censorship of Press Act
  - b. Press Enquiry Committee, 1947
  - c. Kinetograph
  - d. IPTV in India
  - e. Satellite Television
  - f. Advertising in India
  - g. Urdu Press
  - h. Bengal Gazette
- Q.2** Answer any two: (7 ½ marks each) (15)
- a. Explain the progress of Early Indian Press under British India.
  - b. Explain Bengali Press in detail.
  - c. Explain the origin of Hindi Cinema?
  - d. Write a brief note on Malayalam Press.
- Q.3** Answer any two: (7 ½ marks each) (15)
- a. Explain the period of emergency and the role played by Indian Press.
  - b. Write a short note the role of Al-Hilal in Indian Press.
  - c. Write a short note on history of documentaries in India.
  - d. Write about the contributions of Maulana Abdul Kalam Azad in the independence era.
- Q.4** Write in brief about the evolution of Press in India. List the developments of vernacular newspapers. (15)
- OR**
- Explain in brief the contribution of great masters of world cinema such as Alfred Hitchcock, Stanley Kubrick and David Lynch.
- Q.5** Write short notes on: (Any three) (15)
- a. Gujarati Press
  - b. Martin Scorsese
  - c. Anand Patwardhan
  - d. Bal Gangadhar Tilak
  - e. KP Keshava Menon

FYBMM  
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FYBMM Sem-1 2019-20

**Subject: Introduction to Computers**

**Marks: 75**

**Time: 2:30 Hours**

**Please check whether you have got the right question paper.**

- N.B:**
1. All questions are compulsory
  2. Draw diagrams wherever necessary

**Q.1** Briefly discuss the importance of Internet in Media. What effect does it have on journalism? (15)

**Q.2**

- a. Explain the features and uses of MS PowerPoint. (08)
- b. Define Network. What are the types of network? (07)

**OR**

- a. What is Photoshop used for? Explain the five important tools of Photoshop. (08)
- b. How does virus harm internal security? Explain with examples. (07)

**Q.3**

- a. What is Quark Express used for? List some of its salient features. (08)
- b. Define the term 'search engine'. List some of the popular search engines. (07)

**OR**

- a. Define topology. Explain the various types of typology. (08)
- b. What is E-commerce? Describe some of its types. (07)

**Q.4** What is the use of memory storage? Describe the various types of memory storage in a computer. (15)

**OR**

- a. What is MS Word? Explain its uses and list some of its tools. (05)
- b. List the steps used to insert watermark in a file. (05)
- c. Define website. Write a note on any interesting website. (05)

**Q.5** Write short notes (Any three) (15)

- a. Features of computer
- b. Scratch programming
- c. RGB and CMRK
- d. GUI
- e. Online newsrooms

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FYBMM Sem-1 2019-20

**Subject: Visual Communication**

**Marks: 75**

**Time: 2:30 Hours**

- NB: 1. All questions are compulsory  
2. Each question carries 15 marks

Q.1 Explain the following concepts (Any five) (15)

- a. Pictograms
- b. Semiotics
- c. Chronologies
- d. Law of Proximity
- e. Folk and performing arts
- f. Texture
- g. Typography
- h. Classified newspaper advertisements

Q.2 Answer any two: (7 ½ marks each) (15)

- a. What are the psychological implications of colour?
- b. What is the importance of photojournalism?
- c. What are the various types of colour schemes?
- d. What are the qualities of a good scriptwriter?

Q.3 Answer any two: (7 ½ marks each) (15)

- a. Explain audience behaviour. What are the problems associated with audience behavior?
- b. Explain the meaning of citizen journalism and what role does it play in today's times?
- c. What is ethics? Explain the types of ethics.
- d. Differentiate between display ads and classified ads?

Q.4 Define visual communication. What is the need and importance of visual communication in today's times? (15)

OR

Name some of the theories of visual communication. Differentiate between constructivism and ecological theory.

Q.5 Write short notes on: (Any three) (15)

- a. Social media
- b. Design protection
- c. Analogous colour theory
- d. Cognitive theory
- e. Comics and Cartoons

**FUNDAMENTALS OF MASS COMMUNICATION****MARKS - 75****DURATION 2.30HRS.****Instructions:**

- All questions are compulsory
- All questions carry equal marks

**Q.1. Explain following concepts – (Any five) (15)**

- Filtering
- Posture
- Broadsheet
- Feedback
- Folk media
- Silence as a form of non-verbal communication
- Written communication
- Jargons

**Q.2. Attempt the following – (Any Two) (15)**

- Explain Lasswell's model of communication
- What are the features of communication?
- Explain the tools of Traditional media.
- Describe the evolution of Indian Cinema.

**Q.3. Attempt the following – (Any Two) (15)**

- What are the disadvantages of social media?
- Describe Radio as mass medium in India
- Explain any four psychological barriers.
- What are various modes & media of communication?

**Q.4. Write an article on 'Impact of Mass Media on Culture'. (15)****OR****Q.4. Write an article on 'Impact of Media violence on children'. (15)****Q.5. Write short note on (Any Three) (15)**

- Doordarshan
- Outdoor Media
- Advertising
- Citizen Journalism
- Media Convergence

FYBMM

**EFFECTIVE COMMUNICATION SKILLS I****Marks - 75****Duration 2.30hrs.****Instructions:**

- All questions are compulsory
- All questions carry equal marks

**Q.1. Explain following concepts – (Any five) (15)**

- i. Geo-tagging
- ii. Internet newsroom
- iii. CSR
- iv. Cause marketing
- v. Plagiarism
- vi. Government 2.0
- vii. Webinars
- viii. Dubbing

**Q.2. Attempt the following – (Any Two) (15)**

- a) How to improve presentation skills?
- b) Distinguish between translation & interpretation.
- c) What are the types of listening?
- d) Explain the features of communication.

**Q.3. Attempt the following – (Any Two) (15)**

- a) Explain the common errors in thinking.
- b) What are the various parts of speech?
- c) Describe the role of translation for Media professionals.
- d) What are the Challenges in the process of translation?

**Q.4. Explain in detail various psychological barriers. (15)****OR****Q.4. Prepare your CV assuming your qualification & experience in the field of Media. (15)****Q.5. Write short note on (Any Three) (15)**

- a) Voice over
- b) Transcreation
- c) Debate
- d) Lateral thinking
- e) SQ4R approach