

SYBMM/SEM-III/Regular/Advanced Computers-I

Time: 2hrs 30 Mins

Max Marks: 75

Note: 1. Answers to both the questions should be written in the same answer book

2. Figures to the right indicate full marks

Q1 A. Fill in the Blanks (Any 8):

(8 Marks)

3. To create a hyperlink _____ tag is used
 - a. EHRF
 - b. HFRĒ
 - c. HREF
 - d. None of the above

2. _____ marketing requires constant measurement of marketing
 - a. Closed loop
 - b. Open loop
 - c. Single loop
 - d. All of the above

4. _____ strategy comes before social media strategy
 - a. Content marketing
 - b. marketing
 - c. Area marketing
 - d. All of the above

5. _____ is a vital component of any PR strategy.
 - a. ORM
 - b. MRO
 - c. ROM
 - d. All of the above

6. _____ is an extension of javascript
 - a. .jst
 - b. .js
 - c. .jis
 - d. None of the above

7. Anchor tag is written as _____
 - a. <a>
 - b. <ab>
 - c. <an>
 - d. None of the above

8. _____ is a mobile app that enable users to broadcast live video

- a. Meerkat
- b. Sap
- c. Rate
- d. All of the above

9. HTML _____ element is used to draw graphics on a webpage

- a. status
- b. Drawing area
- c. canvas
- d. None of the above

10. _____ shows the progression of movie

- e. timeline
- f. frames
- g. quick frame
- h. All of the above

11. _____ project is an award winning 3D animation software.

- e. Messy
- f. Meerkat
- g. Messiah
- h. None of the above

Q1 B. State whether following statement are True or False (Any 7): (7 Marks)

1. CPA stands for Cost per Acquisition
2. Virtual marketing uses electronic means to spread the message.
3. Search engine can read images.
4. .XML sitemap tells search engine about your content.
5. Messy URL's use simple parameters.
6. Affiliate marketing is that affiliates are only rewarded when they make a referral.
7. Composite banners contain graphic banners only.
8. HTML 5 offers new semantic elements such as <article>.
9. document.write used to write string into HTML document.
10. SEO means to optimize the website for search engines.

Q2. Answer the following: (15 Marks)

- a) Explain the type of web banners.. (8 Marks)
- b) Explain blogging and SEO in detail. (7 Marks)

OR

- c) What is content marketing? How it helps in SEO? (8 Marks)
- d) Explain all new elements of HTML 5 in detail? (7 Marks)

Q3. Answer the following: (15 Marks)

- a) What is net neutrality and why it is important for business. (8 Marks)
- b)) Write a code to draw a line on canvas. (7 Marks)

OR

- c) What is animation? Explain 3D animation software. (8 Marks)
- d) What is WWW? (7 Marks)

Q4. Answer the following: (15 Marks)

- a) What is javascript? Write a javascript for alert box? (8 Marks)
- b) What is CSS3 modules and its importance? (7 Marks)

OR

- c) Write a note on adobe flash? (8 Marks)
- d) Write a code to draw a circle on canvas. (7 Marks)

Q5. Answer the following: (15 Marks)

- a) Write a program to place JavaScript in html document . (8 Marks)

- b) What is digital India initiative and its vision? (7 Marks)

OR

Q5. Write Short notes on (Any 3): (15 Marks)

1. Anchor tag
2. Flash symbols
3. Layers
4. Net neutrality
5. Crowd funding

Media Studies

External Examination: SYBMM Sem III

(2½ Hours)

(Total Marks: 75)

- N.B:
1. All questions are compulsory
 2. All questions are for 15 marks
 3. Kindly support your answers with suitable marks

Q1. A. Discuss the relevance of Media Studies in the context of:

i) Media mouth piece of political issues

OR

ii) Consumption of advertising art by youth

(10)

Q1. B. Explain any one of the following:

(05)

i) Uses & Gratification theory

ii) Two step flow Model

Q2.a) Explain the role of technology as a constituent of media.

(08)

b) What are the effects of Consumerism?

(07)

OR

a) Describe role of media in feminism.

(08)

b) Explain the cognitive media theory.

(07)

Q3.a) Discuss the main feature of Media Globalization.

(08)

b) Describe in detail McLuhan medium is the message

(07)

OR

a) Two step flow model has a strong impact in contemporary times. Comment.

(08)

b) Discuss in detail the trend in Media

(07)

Q4.a) Comment on young people as a consumers of Advertising Art.

(08)

b) How Media affect religion? Discuss with reference to Indian Religion.

(07)

OR

a) What is new media? New media making a strong inroad in society. Discuss.

(08)

b) Explain the use of power and knowledge given by Foucault.

(07)

Q5. Write Short Notes on: (any three)

(15)

- I. Propaganda model
- II. Types of Agenda Setting
- III. Racism
- IV. Magazine Advertising

(12)

Cultural Studies**External Examination: SYBMM Sem III****(2¹/₂ Hours)****(Total Marks: 75)**

- N.B: 1. All questions are compulsory
2. All questions are for 15 marks
3. Kindly support your answers with suitable marks

Q1. Answer any five from the following in four to five sentences: (15)

1. Explain Diffusionism
2. Explain Fashion & Fads
3. Define texts and readers
4. Culture
5. Define Folkways
6. Representation
7. Power

Q2. (A) Write a note on evolution, need and significance of cultural studies. (08)

(B) Explain the social and economic aspects which influence culture. (07)

OR

(C) How certain ethnic and racial groups portrayed by the media? (08)

(D) Explain how gender is re-represented in the media. (07)

Q3. (A) Discuss the relevance of technology in the construction of culture. (08)

(B) How do economic aspects influence culture? (07)

OR

(C) Explain the impact of the Digital Media Culture. (08)

(D) Explain popular culture with your own examples in the current day context. (07)

Q4. (A) Explain the trends, transformation and impact of popular culture on society. (08)

(B) Elaborate on media and gender socialization. (07)

OR

(C) Discuss the various Festivals and Cuisines of India as expression of culture. (08)

(D) Social interaction and its implications in the field of media. (07)

Q5. Write Short notes on: (Any Three)

(15)

1. Diffusion
2. Cuisines
3. Oral traditions
4. Urbanism
5. Architecture

10

Paper/ Subject Code: 80402/ Introduction to Creative Writing

- Q.4 a. Identify and explain the figures of speech in the following: (08)
- He writes as if possessed by a demon.
 - The old man is a walking corpse.
 - The sick man looks like a corpse.
 - Death comes knocking at the door.

- b. Analyse the following poem for: (07)
- Title
 - Tone
 - Symbolism
 - Imagery

My India

"Not where the musk of happiness blows,
Not where darkness and fears never tread;
Not in the homes of perpetual smiles,
Nor in the heaven of a land of prosperity
Would I be born
If I must put on mortal garb once more..."

- by P.Yogananda Tagore

OR

- c. What are the various plots you can have to construct your poem? (08)
- d. What are the key elements that need to be kept in mind while writing for the Internet? (07)
- Q.5 Write short notes on **any three** of the following: (15)
- Screenplay
 - Musicality
 - Protagonist
 - Intellectual Property
 - Metonymy

Paper/ Subject Code: 80402/ Introduction to Creative Writing

Time: 2:30 Hours

Marks:75

- N.B**
1. All questions are compulsory.
 2. Each question carries 15 marks.

Q.1 Using the following points as hint create a fictional character. (15)

1. Name
2. Age
3. Gender
4. Education
5. Ambition
6. Lives in urban/ rural
7. Favourite music
8. Religious beliefs
9. Friends
10. Place of birth
11. Personal vehicle
12. Reaction in stressful situations
13. Kind of house
14. Allergies
15. Food habits
16. Drinking habits
17. Smoking habits
18. Relationship – single/ married
19. Parents
20. Occupation

Q.2 a. What are the different types of characters found in fiction stories? How are they portrayed and revealed? (15)

OR

- c. Explain the significance of editing and revision before publishing a work. (08)
- d. Write a radio script targeted to teenagers on the topic: 'Hazards of Smoking' (07)

Q.3 a. Write a radio script of your choice. (08)
b. Write a two-column script for a social cause. (07)

OR

- c. Why is it necessary to have a title for a poem? Explain in detail. (08)
- d. What are the various structures used in creative non-fiction (07)

Subject code 80404 / Introduction to Public Relation

Time: 2:30 hrs.

Marks 75

Note: All questions are compulsory**Figures to the right indicates full marks****Support answers with examples wherever necessary****Public Relation is abbreviated as PR in the paper**

Q.1) Define the term 'Public Relations'. Explain its objective & functions in detail. (15)

OR

Q.1) How does PR help in Crisis communication? Describe with the help of a case study. (15)

Q.2.a) What are the various non-media tools of PR? (7)

Q.2 b) How does PR practice evolved in India? (8)

OR

Q.2 c) What is the difference between PR & Advertising? (7)

Q.2) d) How does PR contribute to Corporate Social responsibility? (8)

Q.3.a) What is Digital PR? Support your answer with description on any Digital PR campaign. (7)

Q.3 b) What are the guidelines to be followed while planning a Press conference? (8)

OR

Q.3 c) Explain the qualities of a good PR professional. (7)

Q.3 d) What is the usefulness of ethics in PR? (8)

Q.4.a) How does PR help to excel Corporate image of a company? (7)

Q.4 b) Describe the steps involved on PR campaign management. (8)

OR

Q.4 c) What are the advantages of outsourcing PR over in-house PR consultancies? (7)

Q.4 d) Explain the codes of professional standards for the practice of PR. (8)

Q.5) Write short note on following (Any three) (15)

a) Press Release

b) External PR

c) Role of opinion leaders in PR

d) PR v/s Publicity

e) PRSI

Subject code 80403 / Understanding Cinema

Time: 2:30 hrs.

Marks 75

Note: Question no. 1 is compulsory
 Question no. 2, 3, 4 & 5 has internal choice
 Figures to the right indicates full marks

- Q 1** Is Hollywood responsible in shaping Indian Cinema and what is the role of Indian Cinema? (15)
- Q 2** Explain what is a documentary? And, what is the difference between a fictional and non-fictional movie? (15)
- OR
- a. Explain a few branches of Genres. (8)
- b. Explain the classification of literary genres (7)
- Q 3** Explain the business of Cinema? (15)
- OR
- a. What is the role of Digital technology in Cinema? (8)
- b. Describe melodrama and musical with examples (7)
- Q 4** Does Branding, Promotion, Marketing help in the production & business of cinema? (15)
- OR
- a. Discuss the French New wave and its characteristics (8)
- b. Explain different types of camera angles with examples. (7)
- Q 5** Write short notes (Any 3) (15)
- i. Cinematographer
 - ii. Radio Advertisement
 - iii. Screenplay
 - iv. Online Advertisement
 - v. Editor

SYBMM

SYBMM SEM III 2019-20 Regular

Paper/ Subject Code: 80402/ Introduction to Creative Writing

Time: 2:30 Hours

Marks:75

- N.B**
1. All questions are compulsory.
 2. Each question carries 15 marks.

Q.1 Using the following points as hint create a fictional character. (15)

1. Name
2. Age
3. Gender
4. Education
5. Ambition
6. Lives in urban/ rural
7. Favourite music
8. Religious beliefs
9. Friends
10. Place of birth
11. Personal vehicle
12. Reaction in stressful situations
13. Kind of house
14. Allergies
15. Food habits
16. Drinking habits
17. Smoking habits
18. Relationship – single/ married
19. Parents
20. Occupation

Q.2 a. How difficult is it for an author to determine the commercial potential of his/her to be published? (15)

OR

- c. Explain the significance of editing and revision before publishing a work. (08)
- d. Write a radio script targeted to teenagers on the topic: 'Hazards of Smoking' (07)

Q.3 a. Discuss theme as an element of writing. (08)
b. Write a two-column script for a television commercial. (07)

OR

- c. What is the use of repetition and rhyme in poetry? (08)
- d. What are the various structures used in creative non-fiction (07)

Paper/ Subject Code: 80402/ Introduction to Creative Writing

- Q.4 a. Identify and explain the figures of speech in the following: (08)
- He writes as if possessed by a demon.
 - The old man is a walking corpse.
 - The teenager purchased a set of wheels.
 - Lady luck always works.

- b. Analyse the following poem for: (07)
- Title
 - Tone
 - Symbolism
 - Imagery

My India

"Not where the musk of happiness blows,
Not where darkness and fears never tread;
Not in the homes of perpetual smiles,
Nor in the heaven of a land of prosperity
Would I be born
If I must put on mortal garb once more..."

- by P.Yogananda Tagore

OR

- c. What are the various plots you can have to construct your poem? (08)
- d. What are the elements required to start a blog? (07)
- Q.5 Write short notes on **any three** of the following: (15)
- Screenplay
 - Musicality
 - Epic
 - Comic relief
 - Diction

SYBMM/SEM-III/Regular/Advanced Computers-I

Time: 2hrs 30 Mins

Max Marks: 75

- Note: 1. Answers to both the questions should be written in the same answer book
2. Figures to the right indicate full marks

Q1 A. Fill in the Blanks (Any 8):

(8 Marks)

1. _____ marketing means creating valuable content to attract visitors.
 - a. Content
 - b. Creative
 - c. Cooperative
 - d. None of the above

2. Optimizing means improving _____ rate.
 - a. market
 - b. conversion
 - c. marketing
 - d. All of the above

3. Function in JavaScript should be in _____.
 - a. Uppercase
 - b. Lowercase
 - c. Upper & Lower case
 - d. All of the above

4. To create a hyperlink _____ tag is used
 - a. EHRF
 - b. HFRE
 - c. HREF
 - d. None of the above

5. _____ protocol is used to send an email to user.
 - a. HTTP
 - b. POP
 - c. SMTP
 - d. None of the above

6. _____ is a great place to look for a job
 - a. LinkedIn
 - b. Linking
 - c. Linkd
 - d. None of the above

7. _____ is a multimedia format
- .wmv
 - .spa
 - .fsd
 - All of the above
8. _____ panel contains editing tool.
- Window
 - Tool
 - Drawing
 - None of the above
9. _____ is a vital component of any PR strategy.
- ORM
 - MRO
 - ROM
 - All of the above
10. _____ is a type of e-mail software
- Outlook
 - Inlook
 - greatlook
 - None of the above

Q1 B. State whether following statement are True or False (Any 7):

(7 Marks)

- Demographics means marketers know where to look to target.
- Email marketing is about building up relationships with your client.
- Search engine cannot read images.
- CPA stands for Cost per Acquisition
- Dirty URL's use complex parameters.
- Virtual marketing uses electronic means to spread the message.
- Javascript function cannot be used again.
- Objects in flash are called symbols.
- Flash banners may involve a lot of animation.
- Composite banners contain graphic banners only.

Q2. Answer the following: (15 Marks)

- a) Explain about different type of social media platform. (8 Marks)
- b) Explain the type of web banners. (7 Marks)

OR

- c) What are various aspects of keyword research? (8 Marks)
- d) Explain blogging and SEO in detail. (7 Marks)

Q3. Answer the following: (15 Marks)

- a) Write a short note on HTML 5 multimedia. (8 Marks)
- b) Explain all new elements of HTML 5 in detail? (7 Marks)

OR

- c) What is CSS3? How CSS3 is helpful. (8 Marks)
- d) What is JavaScript? Write a JavaScript for an alert box. (7 Marks)

Q4. Answer the following: (15 Marks)

- a) Explain the interface or workspace of a flash document. (8 Marks)
- b) What is net neutrality and why it is important for business. (7 Marks)

OR

- c) Explain 4 body tags in HTML with suitable example. (8 Marks)
- d) Write a code to draw a circle on canvas. (7 Marks)

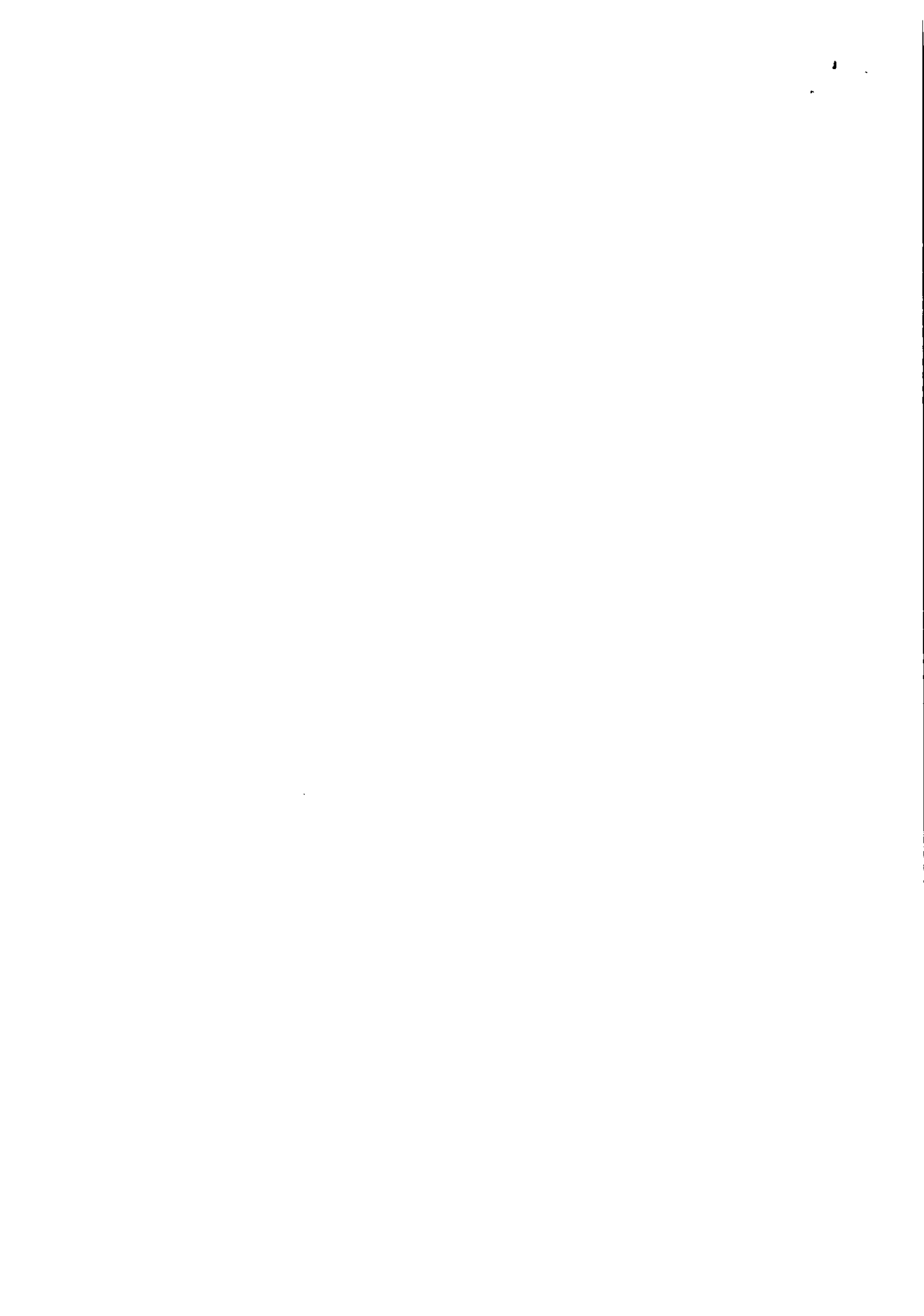
Q5. Answer the following: (15 Marks)

- a) What is crowdfunding and its types? (8 Marks)
- b) What is animation? Explain 3D animation software. (7 Marks)

OR

Q5. Write Short notes on (Any 3): (15 Marks)

1. Podcast
2. Cell spacing and Cell padding
3. Tools panel
4. Anchor tag
5. Flash symbols



Media Studies

External Examination: SYBMM Sem III

(2¹/₂ Hours)

(Total Marks: 75)

- N.B:
1. All questions are compulsory
 2. All questions are for 15 marks
 3. Kindly support your answers with suitable marks

Q1. A. Discuss the relevance of Media Studies in the context of:

i) New media making a strong inroad in society

OR

ii) Magazine advertising has a wide range of pricing

(10)

Q1. B. Explain any one of the following:

(05)

i) McLuhan medium is the message

ii) Two step flow Model

Q2.a) Explain the Foucault's Power & Authority.

(08)

b) What are the effects of Consumerism?

(07)

OR

a) Describe role of media in feminism.

(08)

b) Explain the cognitive media theory.

(07)

Q3.a) Discuss the main feature of Media Globalization.

(08)

b) Describe in detail uses & Gratification Theory.

(07)

OR

a) How Media is shaping the political agenda?

(08)

b) Discuss in detail the trend in Media.

(07)

Q4.a) Comment on young people as a consumers of Advertising Art.

(08)

b) How Media affect religion? Discuss with reference to Indian Religion.

(07)

OR

a) What is new media? New media making a strong inroad in society. Discuss.

(08)

b) Explain the use of power and knowledge given by Foucault.

(07)

Q5. Write Short Notes on: (any three)

(15)

- I. Social networking
- II. Types of Agenda Setting
- III. Cool Media
- IV. Public Opinion

BYBMM

Subject code 80404 / Introduction to Public Relation

Time: 2:30 hrs.

Marks 75

Note: All questions are compulsory

Figures to the right indicates full marks

Support answers with examples wherever necessary

Public Relation is abbreviated as PR in the paper

Q.1) What are the factors to be considered for a successful Press conference? (15)

OR

Q.1) What is PR campaign management? Describe the steps involved in it. (15)

Q.2.a) Distinguish between PR & Marketing. (7)

Q.2 b) Explain the role of PR in boosting corporate image of a company. (8)

OR

Q.2 c) How does PR help in crisis communication? (7)

Q.2) d) Describe the qualities of a good PR professional. (8)

Q.3.a) What is ethics? Why it is important in practice of PR. (7)

Q.3 b) What are the objectives of PR? (8)

OR

Q.3 c) Describe various non-media tools of PR. (7)

Q.3 d) Differentiate between In-house PR & PR consultancies. (8)

Q.4.a) Describe in detail the role of opinion leaders in PR. (7)

Q.4 b) Describe the Functions of PR in detail. (8)

OR

Q.4 c) What is the difference between Internal & External PR? (7)

Q.4 d) Explain the evolution of PR in India. (8)

Q.5) Write short note on following (Any three) (15)

a) Propaganda

b) PR & CSR

c) Press release

d) PR v/s Journalism

e) PRSA

SYBMM

Subject code 80403 / Understanding Cinema

Time: 2:30 hrs.

Marks 75

Note: Question no. 1 is compulsory

Question no. 2, 3, 4 & 5 has internal choice

Figures to the right indicates full marks

- Q 1** Elaborate on Evolution of Cinema with proper examples. (15)
- Q 2** Explain the types of Literary Genres with suitable examples. (15)
OR
- a. Enlist and explain the types of Fiction. (8)
- b. Draw a storyboard of the movie Avengers End Game? (7)
- Q 3** Explain the term Cinema Techniques in details. (15)
OR
- a. How medium of cinema is melting pot of all mediums? (8)
- b. What is the difference between a news reel and a public service ad? (7)
- Q 4** Explain the technologies used in Indian Cinema? (15)
OR
- a. Explain the concept and types of Short Films. (8)
- b. Write a critical analysis of your favorite movie. (7)
- c.
- Q 5** Write short notes (Any 3) (15)
- i. Italian Neo-realism
- ii. French new wave
- iii. Indian Parallel Cinema
- iv. TV commercial
- v. Infomercials Advertisement

SYBMM

Cultural Studies

External Examination: SYBMM Sem III

(2¹/₂ Hours)

(Total Marks: 75)

- N.B:
1. All questions are compulsory
 2. All questions are for 15 marks
 3. Kindly support your answers with suitable marks

Q1. Answer any five from the following in four to five sentences: (15)

1. Popular Culture
2. Explain Fashion & Fads
3. Define Socialization
4. Culture materialism
5. Define Folkways
6. Representation
7. Power

Q2. (A) Explain the trends, transformation and impact of popular culture on society (08)

(B) Explain the social and economic aspects which influence culture. (07)

OR

(C) How certain ethnic and racial groups portrayed by the media? (08)

(D) Explain how gender is re-represented in the media. (07)

Q3. (A) Discuss the relevance of technology in the construction of culture. (08)

(B) How do socio and economic aspects influence culture? (07)

OR

(C) Explain the impact of the Digital Media Culture. (08)

(D) Explain popular culture with your own examples in the current day context. (07)

Q4. (A) Explain the trends, transformation and impact of popular culture on society. (08)

(B) Elaborate on media and gender socialization. (07)

OR

(C) Explain in brief commodification of culture and its influence on lifestyle. (08)

(D) Social interaction and its implications in the field of media. (07)

Q5. Write Short notes on: (Any Three)

(15)

1. Agents of Socialization
2. Cuisines
3. Oral traditions
4. Urbanism
5. Architecture

SYBMM

Sem III 2017 SYBMM Fee

Paper/ Subject Code: 80402/ Introduction to Creative Writing

Time: 2:30 Hours

Marks:75

- N.B** 1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1 Using the following points as hint create a fictional character. **(15)**

1. Name
2. Age
3. Gender
4. Education
5. Ambition
6. Lives in urban/ rural
7. Favourite music
8. Religious beliefs
9. Friends
10. Place of birth
11. Personal vehicle
12. Reaction in stressful situations
13. Kind of house
14. Allergies
15. Food habits
16. Drinking habits
17. Smoking habits
18. Relationship – single/ married
19. Parents
20. Occupation

Q.2 a. How difficult is it for an author to determine the commercial potential of his/her to be published? **(15)**

OR

- c. Explain the significance of editing and revision before publishing a work. **(08)**
- d. Write a radio script targeted to teenagers on the topic: 'Hazards of Smoking' **(07)**

Q.3 a. Discuss theme as an element of writing. **(08)**
b. Write a two-column script for a television commercial. **(07)**

OR

- c. What is the use of repetition and rhyme in poetry? **(08)**
- d. What are the various structures used in creative non-fiction **(07)**

Paper/ Subject Code: 80402/ Introduction to Creative Writing

- Q.4 a. Identify and explain the figures of speech in the following: (08)
- He writes as if possessed by a demon.
 - The old man is a walking corpse.
 - The teenager purchased a set of wheels.
 - Lady luck always works.

- b. Analyse the following poem for: (07)
- Title
 - Tone
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 - Imagery

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Not where darkness and fears never tread;
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Nor in the heaven of a land of prosperity
Would I be born
If I must put on mortal garb once more..."

- by P.Yogananda Tagore

OR

- c. What are the various plots you can have to construct your poem? (08)
- d. What are the elements required to start a blog? (07)

- Q.5 Write short notes on **any three** of the following: (15)
- Screenplay
 - Musicality
 - Epic
 - Comic relief
 - Diction

SYBMM

Sem III 2019

Cultural Studies

External Examination: SYBMM Sem III

(2¹/₂ Hours)

(Total Marks: 75)

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1. All questions are compulsory
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Q1. Answer any five from the following in four to five sentences: (15)

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Q5. Write Short notes on: (Any Three)

(15)

1. Agents of Socialization
2. Cuisines
3. Oral traditions
4. Urbanism
5. Architecture

SYBMM/SEM-III/Regular/Advanced Computers-I

Time: 2hrs 30 Mins

Max Marks: 75

- Note: 1. Answers to both the questions should be written in the same answer book
2. Figures to the right indicate full marks
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Q1 A. Fill in the Blanks (Any 8):

(8 Marks)

1. _____ marketing means creating valuable content to attract visitors.
 - a. Content
 - b. Creative
 - c. Cooperative
 - d. None of the above

2. Optimizing means improving _____ rate.
 - a. market
 - b. conversion
 - c. marketing
 - d. All of the above

3. Function in JavaScript should be in _____.
 - a. Uppercase
 - b. Lowercase
 - c. Upper& Lower case
 - d. All of the above

4. To create a hyperlink _____ tag is used
 - a. EHRF
 - b. HFRE
 - c. HREF
 - d. None of the above

5. _____ protocol is used to send an email to user.
 - a. HTTP
 - b. POP
 - c. SMTP
 - d. None of the above

6. _____ is a great place to look for a job
 - a. Linkedin
 - b. Linking
 - c. Linkd
 - d. None of the above

7. _____ is a multimedia format
- .wmv
 - .spa
 - .fsd
 - All of the above
8. _____ panel contains editing tool.
- Window
 - Tool
 - Drawing
 - None of the above
9. _____ is a vital component of any PR strategy.
- ORM
 - MRO
 - ROM
 - All of the above
10. _____ is a type of e-mail software
- Outlook
 - Inlook
 - greatlook
 - None of the above

Q1 B. State whether following statement are True or False (Any 7):

(7 Marks)

- Demographics means marketers know where to look to target.
- Email marketing is about building up relationships with your client.
- Search engine cannot read images.
- CPA stands for Cost per Acquisition
- Dirty URL's use complex parameters.
- Virtual marketing uses electronic means to spread the message.
- Javascript function cannot be used again.
- Objects in flash are called symbols.
- Flash banners may involve a lot of animation.
- Composite banners contain graphic banners only.

Q2. Answer the following: (15 Marks)

- a) Explain about different type of social media platform. (8 Marks)
- b) Explain the type of web banners. (7 Marks)

OR

- c) What are various aspects of keyword research? (8 Marks)
- d) Explain blogging and SEO in detail. (7 Marks)

Q3. Answer the following: (15 Marks)

- a) Write a short note on HTML 5 multimedia. (8 Marks)
- b) Explain all new elements of HTML 5 in detail? (7 Marks)

OR

- c) What is CSS3? How CSS3 is helpful. (8 Marks)
- d) What is JavaScript? Write a JavaScript for an alert box. (7 Marks)

Q4. Answer the following: (15 Marks)

- a) Explain the interface or workspace of a flash document. (8 Marks)
- b) What is net neutrality and why it is important for business. (7 Marks)

OR

- c) Explain 4 body tags in HTML with suitable example. (8 Marks)
- d) Write a code to draw a circle on canvas. (7 Marks)

Q5. Answer the following: (15 Marks)

- a) What is crowdfunding and its types? (8 Marks)
- b) What is animation? Explain 3D animation software. (7 Marks)

OR

Q5. Write Short notes on (Any 3): (15 Marks)

1. Podcast
2. Cell spacing and Cell padding
3. Tools panel
4. Anchor tag
5. Flash symbols

2/10/19

Subject code 80404 / Introduction to Public Relation

Time: 2:30 hrs.

Marks 75

Note: All questions are compulsory**Figures to the right indicates full marks****Support answers with examples wherever necessary****Public Relation is abbreviated as PR in the paper**

Q.1) What are the factors to be considered for a successful Press conference? (15)

OR

Q.1) What is PR campaign management? Describe the steps involved in it. (15)

Q.2.a) Distinguish between PR & Marketing. (7)

Q.2 b) Explain the role of PR in boosting corporate image of a company. (8)

OR

Q.2 c) How does PR help in crisis communication? (7)

Q.2) d) Describe the qualities of a good PR professional. (8)

Q.3.a) What is ethics? Why it is important in practice of PR. (7)

Q.3 b) What are the objectives of PR? (8)

OR

Q.3 c) Describe various non-media tools of PR. (7)

Q.3 d) Differentiate between In-house PR & PR consultancies. (8)

Q.4.a) Describe in detail the role of opinion leaders in PR. (7)

Q.4 b) Describe the Functions of PR in detail. (8)

OR

Q.4 c) What is the difference between Internal & External PR? (7)

Q.4 d) Explain the evolution of PR in India. (8)

Q.5) Write short note on following (Any three) (15)

a) Propaganda

b) PR & CSR

c) Press release

d) PR v/s Journalism

e) PRSA

S/BMM

Syllabus 2019

Subject code 80403 / Understanding Cinema

Time: 2:30 hrs.

Marks 75

Note: Question no. 1 is compulsory

Question no. 2, 3, 4 & 5 has internal choice

Figures to the right indicates full marks

- Q 1** Elaborate on Evolution of Cinema with proper examples. **(15)**
- Q 2** Explain the types of Literary Genres with suitable examples. **(15)**
OR
- a. Enlist and explain the types of Fiction. **(8)**
- b. Draw a storyboard of the movie Avengers End Game? **(7)**
- Q 3** Explain the term Cinema Techniques in details. **(15)**
OR
- a. How medium of cinema is melting pot of all mediums? **(8)**
- b. What is the difference between a news reel and a public service ad? **(7)**
- Q 4** Explain the technologies used in Indian Cinema? **(15)**
OR
- a. Explain the concept and types of Short Films. **(8)**
- b. Write a critical analysis of your favorite movie. **(7)**
- c.
- Q 5** Write short notes (Any 3) **(15)**
- i. Italian Neo-realism
 - ii. French new wave
 - iii. Indian Parallel Cinema
 - iv. TV commercial
 - v. Infomercials Advertisement