

REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

INTERNAL EXAMINATION (Regular) 2018-2019

SEMESTER: V (TYBMM: Advertising)

Subject: Copywriting

Date: 28/08/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

- Q.1 Discuss in brief some major qualities a copywriter must possess.
- Q.2 Differentiate between left brain and right brain thinking with examples.
- Q.3 Write a note on CAN elements of creative advertisements.
- Q.4 What are the different types of appeals? Explain with relevant examples.
- Q.5 Write a note on Transcreativity.

REENA MEHTA COLLEGE OF COMMERCE AND MANAGEMENT STUDIES

INTERNAL EXAMINATION

TYBMM SEM:- 5 (Advertising)

Max. Marks : 20.

Consumer Behaviour

Duration: 45 Min

Date – 29/08/2018

Q.1. Answer the following in detail. (ANY 4/5) (20 marks)

- (1) What are the external and internal variables that influence consumer behaviour?**
- (2) Psychographic segmentation is more important than demographic segmentation. Why?**
- (3) What is the U.K variation of VALS?**
- (4) What is the importance of credibility in the communication process?**
- (5) Explain the different types of advertising appeals?**

REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

INTERNAL EXAMINATION (Regular) 2018-2019

SEMESTER: V (TYBMM: Journalism)

Subject: *Feature and Opinion*

Date: 28 /08/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

- Q.1 Distinguish between Hard News and soft News (5 points each)
- Q.2 What is a trend story? Give examples
- Q.3 Explain any 5 non – news features
- Q.4 What is an Obituary?
- Q.5 How will you write a film review? Give an example
- Q.6 What is a Column? Write about 3 types of columns

REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

INTERNAL EXAMINATION (Regular) 2018-2019

SEMESTER: V (TYBMM: Journalism)

Subject: Journalism and public opinion

Date: 28/08/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

Q.1 Define Public opinion

Q.2 Write a note on social media

Q.3 Define the importance of survey and their types?

Q.4 Types of Agenda setting?

Q.5 Write a Note on Exitpoll

REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

INTERNAL EXAMINATION (Regular) 2018-2019

SEMESTER: V (TYBMM: Journalism)

Subject: Indian Regional Journalism

Date: 29 /01/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

Q.1 Briefly discuss the role of Indian press during the British Raj.

Q.2 Hindi journalism has played an important role in freedom struggle. Discuss.

Q.3 Trace the history of the Marathi press highlighting some landmark events.

Q.4 The role of Bengali newspapers is very vital in the growth and development of Indian journalism. Explain.

Q.5 The greater impact and reach of regional newspapers has led to its stupendous growth in India. Comment.

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REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

INTERNAL EXAMINATION (Regular) 2018-2019

SEMESTER: V (TYBMM: Journalism)

Subject: Reporting

Date: 27/08/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

Q.1 Explain how Impact and Controversy are important news values. Give an example each.

Q.2 Objectivity is the key element of good reporting. Comment

Q.3 What is a follow up story? Why is it important?

Q.4 What is a Quote? What purpose does it serve in Reporting?

Q.5 Explain in brief how you will cover Health OR Education beat in Mumbai

REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

INTERNAL EXAMINATION (Regular) 2018-2019

SEMESTER: V (TYBMM: Journalism)

Subject: *Editing*

Date: 27/08/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

- Q.1 Duties of a sub-editor
- Q.2 Use of jargon and unnecessary words
- Q.3 Types of headlines
- Q.4 Editorial organisation hierarchy
- Q.5 Importance of pictures and captions

REENA MEHTA COLLEGE OF COMMERCE AND MANAGEMENT STUDIES

INTERNAL EXAMINATION

TYBMM SEM:- 5 (Advertising)

Max. Marks : 20.

Advertising in Contemporary Society

Duration: 45 Min

Date -27/08/2018

Q.1. Anwer the following in detail. (ANY 4/5)

(20 marks)

- (1) Explain Liberalisation and its impact on Indian economy?**
- (2) What is global advertising? Explain the challenges of global advertising?**
- (3) Describe the 7 P's of Social marketing.**
- (4) Write a note on Women Empowerment.**
- (5) Write a note on E-commerce and Digital Media.**

REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

INTERNAL EXAMINATION (Regular) 2018-2019

SEMESTER: V (TYBMM: Advertising)

Subject: Brand Building

Date: 27/08/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

- Q.1 Explain the difference between brand and product.
- Q.2 What are the advantages and limitation of branding?
- Q.3 What are the four Brand Identity Traps?
- Q.4 Write a note on functional benefits?
- Q.5 what is brand building blocks ?

REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

INTERNAL EXAMINATION (Regular) 2018-2019

SEMESTER: V (TYBMM: *Advertising*)

Subject: Brand Building

Date: 24/09/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

- Q.1 Explain the difference between brand and product.
- Q.2 What are the advantages and limitation of branding?
- Q.3 What are the four Brand Identity Traps?
- Q.4 Write a note on Self expressive model ?
- Q.5 Write a note on brand extension?

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REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

RE-INTERNAL EXAMINATION (Regular) 2018-2019

SEMESTER: V (TYBMM: Journalism)

Subject: *Feature and Opinion*

Date: 25 /09 /2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

Q.1 Distinguish between Hard News and soft News (5 points each)

Q.2 What is a trend story? Give examples

Q.3 Explain any 5 non – news features

Q.4 What is an Obituary?

Q.5 How will you write a film review? Give an example

Q.6 What is a Column? Write about 3 types of columns