

Bmm. III

(70)

23

SYBMS/S&M-III/NOV-2017

Q.P. Code :20991

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper

- N.B: 1. Attempt all questions.
 2. Draw diagrams where necessary.

- Q.1 Answer the following 15
- a. What is a Google Search Engine? How does it works? What are the different types of search engines? 10
 - b. What is BLOG? Explain in detail. 05
- Q.2 Answer the Following 15
- a. What is content marketing? How is it helping companies to build an online presence? 08
 - b. What is Adobe Flash? What is it used for? 07
 - c. What is CSS? Explain its various types. 08
 - d. Design an email signup form in HTML. 07
- OR
- Q.3 Answer the following 15
- a. Answer the following 08
 - i. Image tag
 - ii. Head tag
 - iii. Hyperlinks
 - b. What are the various views available in Dreamweaver? Explain them in detail. 07
- OR
- c. Answer the following 08
 - i. Tables in HTML
 - ii. Internet Browser
 - iii. Web page
 - d. Using tables design a page in HTML to prepare a calendar of your birthday month with the date highlighted. 07

24

Q.P. Code :20991

Q.4 Answer the following

a. Explain in detail the various audio and visual effects used in the animated movie "BalGanesh".

OR

b. What is Adobe Audition? Explain its uses in detail.

Q.5 Write short notes (Any three)

- a. 3D animation
- b. Shape Tweening
- c. Audio Treble
- d. Chroma Key
- e. Modern day video Effects

15

15

15

15

05

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05

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548mm - II

28 (34)

BTXII/SEM-III/NOV-2017

Q. P. Code: 23439

Marks 76

Time: 2 1/2 hrs

Instructions: (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate marks
(c) Support answers with examples wherever necessary

- Q1 Explain any five from the following in four to five sentences. [15]
1. Culture
2. Representation
3. Articulation
4. Subjectivity & identity
5. Globalization
6. Art
7. Cuisines
Q2 A Write a note on evolution, need and significance of cultural studies. [8]
B Explain Stuart Hall's idea of the Circuit of culture. [7]
OR
Q2 C Discuss the relevance of Technology in the construction of culture. [15]
Q3 A Elaborate on how language is re-represented in media? [8]
B Explain how is Gender re-represented in the media? [7]
OR
Q3 C Discuss the process of Globalization and how it affects culture? [15]
Q4 A Discuss the changing values and ideologies in contemporary society with examples. [8]
B Explain Popular culture with your own examples in the current day context. [7]
OR
C Elaborate how Folklore, Fashions and Fad represents culture [15]
Q5 Write short notes on ANY THREE:- [15]
1. Diffusionism
2. Cultural Materialism
3. Oral Traditions
4. Sports and Media
5. Architecture

Turn Over

SYBMM
III

SYBMM: SEM - III 20 NOV 2017

A0933 / A3930 INTRODUCTION TO PUBLIC RELATION

19-20

Q. P. Code: 20718

TIME: 2.5 hours

MARKS - 75

- ❖ All questions are compulsory.
- ❖ Provide relevant examples wherever necessary.
- ❖ Public Relation is abbreviated as PR in the paper.

Q1a. Define Public Relations? Explain the role of Public relations in contemporary times with suitable PR examples. (15)

OR

Q1b. 'Managing uncertainty is essential for PR'. Explain the Crisis Communication Plan with an appropriate example. (15)

Q2a. 'PR activities aim to earn public understanding and acceptance, to gain public support'. Explain the statement with the functions of PR. (08)

Q2b. Differentiate between Public Relations and Branding. (07)

OR

Q2. Explain the concept of Dark PR at length. What are the qualities of a Public Relations Practitioner? (15)

Q3a. State any 4 points of difference between In-house PR and PR agency. (08)

Q3b. Plan and organize an innovative Press Conference for a trailer launch of latest TV series of a movie. (07)

OR

Q3. Describe Media and non-media Public Relations Tools and what are the important factors to be kept in mind while implementing them? (15)

Q4a. Discuss the need for social responsibility of organizations towards different interest groups. (08)

Q4b. What are the factors to be kept in mind while choosing PR agency? (07)

OR

Q4. What is New Age Media? Illustrate the importance of new age media in the context of PR with a support of PR campaign? (15)

Q. P. Code: 20718

Q5. Write Short Notes on (any 3)

- (a) PR v/s Sales Promotion
- (b) Impression management techniques
- (c) Opinion Leaders in PR communication
- (d) Investors Relations and PR
- (e) Media Pitch

(15)

> BMM
Creative
writing

23

70

BMM / sem - III / Nov - 2017

Q.P. Code :20742

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

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

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

1. Lives in urban/rural
2. Food habits
3. Drinking pattern (social drinker/alcoholic)
4. Smokes or not
5. Religious beliefs
6. Kind of house
7. Siblings
8. Parents
9. Friends
10. Place of birth
11. Place of residence
12. Reaction in stressful situations
13. Allergies
14. Favourite music
15. Favourite genre of films/video games

Q.2 (a) Write a detailed note on different aspects of creativity in literature, media, public speeches, presentations and interviews. (15)

OR

(b) Explain the significance of revision and editing before publishing a work. (08)

(c) Explain how important it is for an author or publisher to determine the commercial potential of the work to be published. (07)

Q.3 (a) Write a radio script of your choice. (08)

(b) What is premise? Write premises of any three films, novels or plays of your choice. (07)

OR

(c) Write a four-line poem with the syllable structure of 5-7-5-7. (08)

(d) Discuss 'setting' as an element of writing. (07)

Q.4 (a) Analyze the following poem for: (08)

1. Title
2. Tone
3. Symbolism
4. Imagery

Trees

I think that I shall never see
A poem lovely as a tree.

A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;



Q.P. Code :20742

A tree that looks at God all day,
And lifts her leafy arms to pray;

A tree that may in Summer wear
A nest of robins in her hair;

Upon whose bosom snow has lain;
Who intimately lives with rain.

Poems are made by fools like me,
But only God can make a tree

-Joyce Kilmer

(b) Discuss third person omniscient point of view. (07)

OR

(c) Identify and explain the figures of speech in the following: (08)

1. Walter wondered where Winnie was.
2. He is the guest of the law for a month.
3. Her tears could fill a bucket.
4. Time is money.

(d) Discuss the following types of conflict with examples from literature and/or film: (07)

1. Man against fate
2. Man against nature
3. Man against man

Q.5 Write short notes on any three from the following: (15)

- (a) Thriller
- (b) Young adult fiction
- (c) Black comedy
- (d) Cyberpunk
- (e) Comic relief

548mm - III
Introduction to
Media Studies

3

9/11/2017

SYBMM/Introduction to Media Studies
Sem-III / Nov-2017 Q. P. Code : 23495

(2½ Hours)

(Total Marks : 75)

- N. B. : 1. All questions are compulsory.
2. Figures to the right indicate marks.
3. Kindly support your answers with suitable examples.

Q1.A. Discuss the relevance of Media Studies in the context of: (10)

- (i) Racist ideologies
OR
(ii) Media & Consumerism

Q 1 B. Explain any one of the following: (05)

- i) Agenda Setting Theory
ii) Uses & Gratification Theory

Q 2. Explain:

A. New Media theory with respect to:

(i) Social Media OR (ii) OTT Platforms like Hotstar or Netflix (08)

B. The changes in Advertising in Magazines and how it is created an impact on:

(i) The New Man OR (ii) Consumption of Advertising Art by youth (07)

Q3 Discuss:

A. (i) Media & Diaspora OR (ii) Foucault's theory of Power & Authority (08)

B. Trends in Media with respect to (i) TV OR (ii) Outdoor (07)

Q4. Explain:

A. (i) Feminist Strategies of Detection in the present scenario - # MeToo (08)

(ii) Propaganda Model
OR

B. (i) Marshall McLuhan's theory in the current times (07)

(ii) Language & Media
OR

Q5. Write Short Notes on: (any three) (15)

- i) Religion & Media
ii) Intellectual Property & New Media
iii) Uses & Gratification Theory
iv) Cognitive Theory
v) Technology & Media

TURN OVER

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54BMM

47

70

BAMA / sem-III / NOV-2017 Q.P. Code: 23042

Time: 2 hours 30 minutes

Marks: 75

- Note: 1) Question no. 1 is compulsory.
 2) Question no. 2, 3, 4 & 5 has internal choice.
 3) Figures to right indicate marks.

- Q.1 Describe the journey of Indian cinema from Raja Harishchandra to Bahubali. (15)
- Q.2 Discuss diverse film genres with example. (15)
 OR
 a) What is Neo- realism in cinema and its impact on Indian film makers? (8)
 b) How medium of cinema is melting pot of all mediums? (7)
- Q.3 Write the contribution of V. Shantaram, Satyajit Ray and other regional film-makers to cinema. (15)
 OR
 a) Explain different shots in relation to human figure. (8)
 b) What is the difference between Newsreels & Public Service Ads? (7)
- Q.4 Does Branding, Promotion, Marketing help in the production & business of cinema? Justify your stand. (15)
 OR
 a) Describe the different types of transitions. (8)
 b) Why are songs integral parts of Indian cinema? (7)
- Q.5 Write short notes on (any three): (15)
 i) Director
 ii) Continuity
 iii) Storyboard
 iv) Nouvelle vague
 v) Subjective camera