

35
Bmm
5-5

55

SYBMM CREATIVE WRITING
SEM III

04-10-2019

Duration 2.5 hours

Marks: 75

Q.1 A Create a fictional character using the following characteristics

15

1. Name
2. Gender
3. Age
4. Occupation
5. Siblings
6. Parents
7. Relationship status
8. Reaction in stressful situations
9. Friends
10. Food habits
11. Typical outfit
12. Ambition
13. Complexion
14. Place of residence
15. Religious beliefs

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

15

OR

Q.2 (b) Explain how one could start a blog.

8

(c) Write a poem in four lines with the syllable structure of 5-7, 5-7.

7

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

8

(b) Discuss 'theme' as an element of writing.

7

OR

Q.3 (c) Discuss the following types of conflict with examples from literature and/or film

8

1. Man against society
2. Man against man

587

(d) What is premise? Write premises of any four films, novels or plays of your choice. 7

Q.4 (a) Analyze the following poem for 8

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

Dreams

Hold fast to dreams
 For if dreams die
 Life is a broken-winged bird
 That cannot fly.

Hold fast to dreams
 For when dreams go
 Life is a barren field
 Frozen with snow.

Q.4 (b) Discuss third person omniscient point of view. 7

OR

Q.4 (c) Write a two column script for a PSA (Public service ad) of your choice. 8

Q.4 (d) "The jacket or cover of a book is crucial in its marketing." Discuss.

OR

Q.5 Write Short Notes on (any 3) - 15

- a) Protagonist
- b) Climax
- c) Thriller
- d) Sidekick
- e) Young adult fiction

SXBMM CULTURAL STUDIES

Library

Sem III Reg + A.T.KT
1/10/19

Marks: 75

Time: 2 ½ hrs

69

- All FIVE questions are compulsory
- Figures to the right indicate marks.

Q. 1. Answer any five of the following(5-6 sentences each) (15)

- Re-representation of gender in media
- Cuisine and festivals
- Mass culture
- Popular culture
- Sports as cultural expression
- Texts and readers
- Creolization

Q.2.A) Define Culture and explain its features. (8)

B) Explain need and significance of cultural studies. (7)

OR

C) Explain construction of culture on the basis of Religious system, social system and technology. (15)

Q. 3.A) Explain theory of diffusionism by Kroeber. (8)

(B) What are the positive and negative impacts of media? (7)

OR

(C) Explain the trends of popular culture and its impact on society. (15)

Q.4.A) Elaborate on re-representation of Class and language in media. (8)

(B) Explain social interaction theory by G.H Mead and Cooley. (7)

OR

(C) Write in detail on changing values, ideologies and its relevance in contemporary society. (15)

Q.5.) Short Notes (**any three**): (15)

- Globalisation.
- Oral Tradition .
- Ethnocentrism.
- Fragmentation
- Representation.

sem I BMM (ATKT)
Economics

12/10/19

38

2 ½ Hours

75 marks

Note: (1) All questions are compulsory. (2) Draw diagrams wherever necessary.

- Q 1. Explain the following concepts in brief (Any Five) (15)
- 1) Cross elasticity of demand
 - 2) Bills of exchange
 - 3) Balance of Payment
 - 4) Trade cycle
 - 5) Plastic money
 - 6) Oligopoly
 - 7) Fiscal policy
- Q2.(A) Explain the type of budget. (8)
- (B) Describe features of monopolistic competition (7)
- OR
- (C) State the merits and demerits of LPG 1991. (15)
- Q3. (A) Discuss the role Central Bank as institution of banking sector. (8)
- (B) Discuss the circular flow of National Income in closed economy. (7)
- OR
- (C) Explain the Law of Demand and its various assumptions and exceptions. (15)
- Q4. (A) Explain the various challenges faced by the Indian economy. (8)
- (B) Explain the various functions of Commercial Banks. (7)
- OR
- (C) Distinguish between Micro and Macro Economics in details. (15)
- Q5. Write short notes on: (Any three) (15)
- (1) Economies of Scale
 - (2) World Trade Organisation
 - (3) Features of Money
 - (4) Types of Inflation
 - (5) Indian Stock Exchanges

SYBMM
Introduction to Advance computer
BMM
07/10/19
Reg. Exam
50

TIME: 2½ HOURS

MARKS: 75

Q.1.

- (a) Explain digital marketing in detail.
- (b) Explain Search Engine marketing in detail.

10
5

Q.2.

- (a) What is Twitter? Explain its relevance in today's world.
- (b) Explain Pay Per Click in detail.

8
7

OR

- (c) Explain various social media platform.
- (d) Explain Search Engine Optimization in detail.

8
7

Q.3.

- (a) Write and explain the syntax for html.
- (b) Create web page using tags like <p>, , <i>, <u>

8
7

OR

- (c) Explain tags like body, head, html and anchor with example.
- (d) Explain html5 in detail.

8
7

Q.4.

- (a) Design an email signup form in html

15

OR

- (b) Using tables design a page in html

15

Q.5. Answer any three:

- (a) What can you do with JavaScript and what are its advantages?
- (b) List and explain different advantages of digital marketing.
- (c) Differentiate between CSS and JavaScript.
- (d) What is SEO? Explain in detail.
- (e) What is social media marketing explain in detail.

15

SYBMM SEM III
INTRO TO MEDIA STUDIES

9/10/19 69

Total Marks: 75

Time: 2.5 hrs

- Q1) The following is an news article from Times of India paper. According to you which theory of media evolution supports the article presented herewith. Justify your answers and explain the theory in detail. (15)

Tamil resonates across United States: PM Modi at IIT-Madras event

CHENNAI: Prime Minister Narendra Modi on Monday arrived in Chennai and asserted that he has learned about the diversity of the 'ancient' Tamil language which is resonated across the United States. Modi on Monday arrived in Chennai to attend the 56th annual convocation of Indian Institute of Technology (IIT) Madras.

While people gathered here for PM's warm welcome and raised 'Modi ki Jai' slogans, PM Modi drew the attention of the gathering towards the relevance of Tamil language in other nations.

- Q2) The supposedly secular structure of Media is no more secular. Discuss. (15)

OR

- Q2a) Discuss Uses and gratification theory of Mass Media (8)

- Q2b) Discuss the contemporary trends and issues in the Media industry. (7)

- Q3) Globalization and Mass Media depend on each other for expansion. Justify. (15)

OR

- Q3a) Chalk out the stages of evolution of media effects paradigm. (8)

- Q3b) Discuss the role of media in influencing people's political beliefs, concerns, and passions in a mass society. (7)

- Q4) Explain with examples the Uses and Gratification theory of media and its relevance in recent times (15)

OR

- Q4a) Enumerate the salient features of New Media Theory (8)

- Q4b) Discuss the role of media portrayal of feminine stereotypes against the backdrop patriarchal structure of media. (7)

- Q5) Short Notes (Any 3) (15)

- a) Spiral of Silence
- b) Media Convergence
- c) Social reality v/s constructed reality
- d) Digital Divide and Globalization
- e) Advertising and the new fashionable man

=====All The Best=====

SYBMM SEM III
INTRODUCTION TO PUBLIC RELATIONS

5th OCT 2019

Duration: 2.5 Hours

Marks: 75 Marks

All questions are compulsory
However students have internal Choice

Q 1 a. Define Public Relations. Explain the importance and functions of Public Relations in the contemporary society. 15 marks

OR

Q 1 p. What are the skills required to be a good PR professional? 8 marks

Q 1 q. What are the factors that have contributed to the growth of PR? 7 marks

Q 2 a. Does PR influence public opinion? Justify this statement. 15 marks

OR

Q 2 p. Explain the characteristics of Public Relations. 8 marks

Q 2 q. What is ethics? Why is it important in PR? Explain. 7 marks

Q 3 .What is Crises communication? Explain the role of PR in crisis communication with the help of suitable examples. 15 marks

OR

Q 3 p. Explain any 3 popular media tool? 8 marks

Q 3 q. What are the steps in handling crisis communication? 7 marks

Q 4 a. What are the factors that should be considered for organising a successful press conference? 15 marks

OR

Q 4 a. Design a Press release for Media Invitation for Bollywood Trailer Launch. 8 marks

Q4 b. Distinguish between PR and Branding. 7 marks

Q 5 Write Short Notes on: (Attempt Any 3). 15 marks

1. PR and Sales promotion
2. Impression management techniques
3. Opinion leader
4. Media Pitch
5. PR for an individual

BMM

SYBMM - Sem III
understanding cinema

80

Time: 2 hours 30 minutes

Marks: 75

- Note: 1) All questions are compulsory.
2) Q.2 to Q.5 is provided with internal choice.
3) Figures to right indicate marks.

- Q.1 Discuss the similarity between the lives of William Randolph Hearst & Orson Welles as seen in the film 'Citizen Kane'. (15)
- Q.2 India has been second largest film producing country. Discuss its diversity and development in different eras. (15)
- Or
- i) How did the Parallel Cinema Movement in India differ from regular cinema? (8)
- ii) In your opinion the rise of dialogue in film hinder the reach of cinema, Justify (7)
- Q.3 Explain diverse film genres with examples. (15)
- Or
- i) How Bicycle thieves created new realism in film making education as well as developed socio-cultural theory? (8)
- ii) Describe the uses of camera angles. (7)
- Q.4 Name the aspects with examples which should be considered while doing the critical appreciation of a film? (15)
- Or
- i) Explain the benefits of Pre-production process. (8)
- ii) Do you agree that - Documentaries portray reality? (7)
- Q.5 Write short notes on (any three): (15)
- Short film
 - Wipe & Fade
 - Corporate film
 - Commercial Ads
 - Take, Shot & Scene

Best of Luck!