



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts (Media, Entertainment & Advertisement)	SEM: II
	APR-2025

Sr. No.	Subject	Available
1.	Ethics in Media	
2.	Ethics in Entertainment Media	
3.	231P27C201 – Socio-Political Aspects of Entertainment Media	
4.	231P27V202 – Advanced Advertising Marketing Research	
5.	231P27C202 – Integrated Marketing Communication	
6.		
7.		
8.		
9.		
10.		



LIBRARY



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April 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code: Programme: MAEMA	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya	Name of the Department	
Course Code:	Name of the Course: Ethics in Media	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	Aparna has been arrested by Senior Police Inspector A.B. Deshmukh at midnight in bailable offence without being informed the grounds of arrest and she has been denied to consult her legal practitioner and also denied to contact her relatives or friends. When her father went to police station to file a missing complaint he did not get any information about her arrest from any police officer. Analyse the above case in the light of rights of arrested person under Indian Constitution and other statutes.	15	CO1
Q 2	Enumerated the list of Fundamental Rights given under Part III of Indian Constitution.	15	CO1
	OR Write a note on Preamble Write a note on Copyright	7 8	CO3 CO3
Q 3	Namita, a nurse was brutally assaulted by a hospital ward-boy Sameer with a dog chain which resulting into severe brain damage and she went to vegetative state for 24 years. Her friend filed a mercy killing petition in Supreme Court. Court has denied her plea on the point that Euthanasia is not permitted in India. Discuss the concept of Active and Passive euthanasia and which type is permitted in India with the help of Article Right to life includes die or not.	15	CO1
	OR Write a note on Patent Write a note on Trademark	8 7	CO3 CO3
4	Write Short Notes (Any 3) Preamble Hate Speech Obscenity Prasar Bharati Bill Magical Remedies Act	15	CO1 CO2 CO2 CO4 CO4



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April 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: Programme: MAEMA	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya		Name of the Department
Course Code:	Name of the Course: Ethics in Entertainment Media	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	While Rustam was often away on Naval duty, his wife Sofia began an affair with Sanjay Ahuja. Sofia confessed her affair to Rustam when he returned from voyage. After confession, Rustam has dropped his wife and children at cinema hall and went to his naval ship, picked up a loaded revolver under the pretext of needing it for security purpose. He went to Sanjay's residence to confront him. Rustam asked Sanjay to take Sofia's responsibility but he denied and replied evasively. A confrontation followed Rustam killed Sanjay with three bullets and surrendered later to the police. The case drew a huge media attention and was recognised as first media trial of Independent India. Analyse the above case and comment on whether the case falls under the purview of Right of Private Defence or it was a culpable homicide amounting to murder. Justify your answer with legal reasoning.	15	CO2
Q 2	Discuss the three important components of Intellectual Property Rights in India with a reference of Geographical indication and Industrial Design also. OR Write a note on Parliamentary privileges Prasar Bharati Bill	15 8 7	CO2 CO1 CO3
Q 3	Critically examine the role of 'Indecent Representation of Women in Advertisement (Prohibition) Act 1986 in promoting ethical standards in media and advertising. OR Discuss Amendment of Information Technology Act Discuss Features of Constitution	15 8 7	CO4 CO4 CO1
4	Rajat, a popular media influencer, delivered a public speech during a rally where he made inflammatory remarks on a particular religion. The speech went viral and sparked a violent protest in several parts of the country. FIR has been filed against Rajat including Sedition and Hate speech. Analyse the case and discuss the following things: Freedom of Speech and Expression and Hate Speech Sedition under IPC and BNS	8 7	CO2 CO3



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April 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 27

Programme: MAEMA

Class: FY

Semester: II

Name of the Constituent College: S K Somaiya

**Name of the Department: Mass
Communication**

Course Code: 231P27C201

**Name of the Course: Socio – Political Aspects of
Entertainment Media**

Duration: 2 Hr.

Maximum Marks: 60

Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary

Question No.		Max. Marks	CO
Q. 1	Analyze a recent trend in the Indian entertainment industry and evaluate how media ownership patterns have influenced content production and distribution.	15	3, 4
Q. 2 A	Discuss the historical evolution of media and its role in shaping the socio-political context of modern entertainment.	15	1
Q. 2 B	<p style="text-align: center;"><i>OR</i></p> Explain the structure and formation of identity in entertainment media. Support your answer with examples.	15	2
Q. 3 A	Describe how new media has influenced public opinion and decision-making among audiences with suitable case studies.	15	3
Q. 3 B	<p style="text-align: center;"><i>OR</i></p> Critically evaluate the ethical challenges involved in the production and consumption of entertainment content.	15	4
Q. 4	Write a short note on (Any Three) <ol style="list-style-type: none">1. Media power and authority2. Stereotyping in media narratives3. Opinion leaders and their changing role4. Representation of intercultural identities5. Role of micro-celebrities in media	15	 3 3 1 2 4



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April 2025		
Examination: End Semester Examination March/April 2025 (PG Programmes)		
Program code:27 Program: MAEMA SEM II	Class: PART I	Semester: II
Name of the Constituent College: SKSC	Name of the Department: MASS COMMUNICATION	
Course Code: 231P27V202	Name of the Course: Advanced Advertising Marketing Research	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO Attainment
Q.1	Prepare a questionnaire of 20 questions using Likert and various other scales on the research topic of <i>"AI-Powered Contextual Advertising and Its Influence on Gen Z's Consumer Behavior: A Study on Personalization, Privacy Concerns, and Brand Engagement."</i>	15	CO-3
Q.2	a.) Describe the differences between <i>"market research and marketing research"</i> with relevant examples OR b.) Demonstrate <ul style="list-style-type: none">The importance of hypothesis formulation in researchFrame six hypotheses on the topic <i>"De-Influencer Marketing and Consumer Behavior: Examining the Impact of Anti-Persuasion Strategies on Purchase Decisions"</i> with conceptual model	15	CO-2 CO3
Q.3	a.) Identify the various types of research with suitable case studies as examples OR b.) Interpret the difference between survey method and content analysis with examples of your understanding.	15	CO-1 CO4
Q.4	Write short notes on any three of the following? <ul style="list-style-type: none">a. Hyper personalizationb. Branding V/S Marketingc. Independent and dependent variabled. Likert scalee. h index	5X3=15	CO-2, CO-4 CO-3



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April 2025			
Examination: End Semester Examination (UG/PG Programmes)			
Programme code:		Class: FY	Semester: II
Programme: MAEMA			
Name of the Constituent College: S K Somaiya		Name of the Department	
Course Code: 231P27C202	Name of the Course: Integrated Marketing Communication		
Duration : 2 Hr.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks	CO
Q1	Using IMC tools, demonstrate how brands such as Zomato capitalized on Integrated Marketing Communication (IMC) to ensure their promotional tools are integrated and harmonized.	15	1
Q 2 (a)	Define Public Relations and Explain its role and importance in today's business world.	8	4
Q2 (b)	Explain what is Direct marketing. Why, Network Marketing considered to be a curse in advertising.	7	4
	OR		
Q 2 (a)	What are the objectives of Advertising? Describe Print, Broadcast, Transit and O-O-H Advertising	8	2
Q2 (b)	Explain what is Direct marketing. Why, Network Marketing considered to be a curse in advertising.	7	4
Q 3 (a)	Illustrate the advantages and disadvantages of Newspaper and Magazine Advertising. Explain the same in Table format.	8	1
Q 3 (b)	What are the advantages and disadvantages of Radio and TV Advertising? Explain the same in Table format.	7	1
	OR		
Q 3 (a)	Discuss the Internal and External Environment of an organization.	8	2
Q 3 (b)	Attention, Interest, Awareness and Desire. Reciprocate the model with an case example of 4700 BC Cheese corn balls?	7	2
Q 4	Write Short Notes on :- (Any 3) 1. Brand Perception 2. Celebrity Endorsement as a communication tool 3. Social Media Presence and Online Reviews 4. E-Commerce in Marketing Communication 5. PESTLE Analysis	15	