



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

### QUESTION PAPERS

BRANCH: Master of Arts (Communication & Journalism) – MACJ	SEM: II
	APR-2025

Sr. No.	Subject	Available
1.	231P28C201 – Mass Media Research	
2.	131P28C202 – Environmental Communication	
3.	131P28C203 – Media Laws & Ethics	
4.	231P28V204 – News Processing Editing & Presentation	
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April 2025		
Examination: End Semester Examination March/April 2025 (PG Programmes)		
Program code:28 Program: MACJ SEM II	Class: PART I	Semester: II
Name of the Constituent College: SKSC	Name of the Department: MASS COMMUNICATION	
Course Code: 231P28C201	Name of the Course: Mass Media Research	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO
Q1	Prepare a questionnaire of 20 questions using various scales on the research topic of <b>“Role of Podcasts in Promoting Alternative Narratives in Journalism and its impact on Gen Y and Gen Z audiences</b>	15	CO2, CO4
Q 2	a) Explain the different stages of social science research with suitable examples.  OR b.) Write a comprehensive note on quantitative research format in the research writing with relevant examples	15	CO3, CO1
Q 3	a.) Explain the term sampling and types of sampling with relevant examples  OR b.) Demonstrate the role of review of literature in research with relevant examples	15	CO2
Q4	Write short notes on any three of the following?  a. Percentage analysis  b. research gap  c. implications of a study  d. demographic details of the respondents in a study  e. cause and effect in research	5x3=15	Co2, Co3, Co4, Co1





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**Semester (January 2025 to April 2025)**

**Examination: End Semester Examination April 2025 (PG Programmes)**

**Programme code: 08**

**Programme: MACJ**

**Class: FY**

**Semester: II**

**Name of the Constituent College: SKSC**

**Name of the Department**

**Course Code: 131P28C202**

**Name of the Course: Environmental Communication**

**Duration : 2 Hrs.**

**Maximum Marks : 60**

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

Question No.		Max. Marks	Co Attainment
Q..1	Discuss the History and importance of Environmental Communication. comment on the role of media in environmental news with examples.	15	1
Q. 2 A	Are there any myths in various religions regarding the environment ? Support your answer with suitable examples.	15	3
Q. 2 B	OR Elaborate on the significance of theories of Environmental Communication? Explain theories of Environment communication.		2
Q.3 A	What is Green consumerism and green Branding? Why are these terms becoming so important these days?	15	4
Q. 3 B	OR Enlist any three Environmental movements and people's participation.		
Q.4	Write short notes on (Ant three) a) Climate change b) Genetic engg c) Eco tourism d) Biodiversity e) Risk communication	15	3,4



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**April 2025**

**Examination: End Semester Examination (PG Programme)**

<b>Programme code:</b> <b>Programme: MACJ</b>		<b>Class: FY</b>	<b>Semester: II</b>
<b>Name of the Constituent College: S K Somaiya College</b>		<b>Name of the Department: Mass Communication</b>	
<b>Course Code: 131P28C203</b>	<b>Name of the Course: Media Laws and Ethics</b>		
<b>Duration : 2 Hr.</b>	<b>Maximum Marks : 60</b>		
<b>Instructions: All questions are compulsory.</b>			

Question No.		Max. Marks	CO
Q1	<p>The Constitution of India is the longest written constitution in the world and has been written after the extensive study of various constitutions and all over the world. It contains the fundamental principles for democratic governance. The constitution has guaranteed fundamental rights to all its citizens. However, in recent years the protection of fundamental rights of citizens has been a grave concern in India.</p> <p>Discuss to what extent the Indian Constitution is still effective as a safeguard of fundamental rights in the face of growing executive power, digital surveillance, and social polarization.</p>	15	3
Q 2	<p><b>A)</b> Discuss the salient features of the Indian Penal Code (IPC) and the Criminal Procedure Code (CrPC) and compare with the new BNS and BNSS.</p> <p style="text-align: center;"><b>OR</b></p> <p><b>B)</b> Analyze the implications of regulating morality, obscenity, and public order for freedom of expression and individual rights.</p>	15	1, 2
Q 3	<p><b>A)</b> Critically assess the importance and relevance of copyright laws in promoting creativity and innovation.</p> <p style="text-align: center;"><b>OR</b></p> <p><b>B)</b> Discuss the importance of journalistic ethics and accountability in promoting public trust in the media, and the role of the media in promoting democracy and social justice.</p>	15	1, 2
Q4.	<p>Write short notes on any three of the following:</p> <p>A) Parliamentary Privileges B) Right against Exploitation C) The Prevention of Terrorism Act D) Role of Narcotics Control Bureau E) Contempt of Court</p>	15	1, 2, 3





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**April 2025**

**Examination: End Semester Examination (UG/PG Programmes)**

Examination: End Semester Examination (UG/PG Programmes)			
Programme code: ST4505		Class: FY	Semester: II
Programme: M.A. (Communication and Journalism)			
Name of the Constituent College: S K Somaiya		Name of the Department Mass Communication	
Course Code: 231P28V204		Name of the Course: News Processing Editing & Presentation	
Duration : 2 Hr.		Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			
Question			

Question No.		Max. Marks	CO
Q1	<p>Rewrite the following interview excerpts in a news story format limiting it to 300 words while also giving a suitable headline and a sub-headline:</p> <p>The upcoming Navi Mumbai International Airport (NMIA), which completed its commercial flight validation test in December, is expected to change the future of air connectivity for the Mumbai Metropolitan Region. Excerpts from the interview with Cristiano Cessato, director of London-based Zaha Hadid Architects, which designed NMIA.</p> <p>Q. The construction of NMIA will be executed in multiple phases. According to the design plan, what will each phase contain and by when is the construction expected to conclude?</p> <p>A. NMIA will be executed in 3 phases. Terminal 1, which is currently under construction, will handle 20 million annual passengers (MAP) and will open by 2026. Terminal 2 is expected to open by 2030. This is the flagship terminal at the top end of the airport precinct and will be larger, handling 30 MAP and will have a substantial landside development. Terminal 3 will effectively be a mirror of Terminal 1.</p> <p>Q. What inspired the architectural concept for NMIA, particularly the lotus-shaped terminals? And how does the design integrate Indian cultural elements while maintaining modern functionality?</p> <p>A. An airport terminal is first and foremost a functional building, with the layout driven by operational requirements. The lotus flower was the basis of inspiration both for the frontage of the terminals and for the main interior columns. Throughout the building, colours, materials, textures, and patterns are drawn from the heritage of India and re-interpreted in a contemporary design language that befits a state-of-the-art airport terminal.</p> <p>Q. NMIA is being constructed on a huge piece of land ranging to 1160 hectares. What is the plan to make out the most from the land?</p> <p>A. Aside from the terminal itself, an airport has significant land requirements on the airside (aprons, taxiways, runways, parking stands) including ancillary facilities such as cargo, maintenance, and repair operations (MRO). Equally significant is the landside requirement, which includes transportation, parking,</p>	15 Marks	1, 2, 3

	<p>hotels, and other installations, which are also investment opportunities for property developers.</p> <p>Q. What is the plan for the three inter-connected terminal buildings and how will they serve different purpose after being functional?</p> <p>A. Each terminal will have both domestic and international facilities. As the project grows, there may be dedicated services for different airlines and alliances, and also the possible allocation of one of the smaller terminals to low-cost carriers (LCCs).</p>		
Q 2	<p>1. What is the process of editing news in print media?</p> <p>OR</p> <p>2. What are the important principles of news editing?</p>	15 Marks	1, 2
Q 3	<p>1. What are the important stages of page layout?</p> <p>OR</p> <p>2. What are the different aspects of news presentation?</p>	15 Marks	3, 4
Q 4	<p>Write short notes on any three of the five given below:</p> <ol style="list-style-type: none"> <li>1. Software for creating illustrations</li> <li>2. Impacts of sensationalism</li> <li>3. Difference between broadsheet and tabloid layouts.</li> <li>4. News presentation skills to host a debate</li> <li>5. Important news values in journalism</li> </ol>	3*5=15 Marks	1, 2, 3, 4