



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Bachelor of Arts (Mass Communication &amp; Journalism) – BAMCJ (HONS)</b>	<b>SEM: II</b>
	<b>APR-2023</b>

Sr. No.	Subject	Available
1.	131U08C202 – Political Communication & History (A)	
2.	131U08C202 – Political Communication & History (B)	
3.	131U08C203 – News Writing & Reporting (A)	
4.	131U08C203 – News Writing & Reporting (B)	
5.	131U08K201 – Gender Studies & Media (A)	
6.	131U08K201 – Gender Studies & Media (B)	
7.	131U08K202 – Introduction to Advertising & Marketing (A)	
8.	131U08K202 - Introduction to Advertising & Marketing (B)	
9.	131U08K202 - Introduction to Advertising & Marketing (C)	
10.	131 U08 C202- Political Communication & History (C)	



LIBRARY





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG/PG Programmes)		
Programme code:		
Programme: B. A. Hons in Mass Communication and Journalism	Class: FY	Semester: II
Name of the Constituent College: S. K. Somaiya College	Name of the Department: Mass Media	
Course Code: 131U08C202	Name of the Course: Political Communication and History	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q1 is compulsory 2)Please elucidate your answers with suitable examples 3)		

Question No.		Max. Marks	Co Attainment
Q.1	<p>Please read the following speech give by former Prime Minister, Jawaharlal Nehru and do a rhetorical analysis of the speech. (The speech titled, 'A Tryst With Destiny' at the Inaugural Address of Indian Independence)</p> <p>14 August 1947 Long years ago we made a tryst with destiny, and now the time comes when we shall redeem our pledge, not wholly or in full measure, but very substantially. At the stroke of the midnight hour, when the world sleeps, India will awake to life and freedom. A moment comes, which comes but rarely in history, when we step out from the old to the new, when an age ends, and when the soul of a nation, long suppressed, finds utterance. It is fitting that at this solemn moment, we take the pledge of dedication to the service of India and her people and to the still larger cause of humanity. At the dawn of history, India started on her unending quest, and trackless centuries are filled with her striving and grandeur of her success and failures. Through good and ill fortune alike, she has never lost sight of that quest, forgotten the ideals which gave her strength. We end today a period of misfortunes and India discovers herself again. The achievement we celebrate today is but a step, an opening of opportunity to the greater triumphs and achievements that await us. Are we brave enough and wise enough to grasp this opportunity and accept the challenge of the future? Freedom and power bring responsibility. The responsibility rests upon this Assembly, a sovereign body representing the sovereign people of India. Before the birth of freedom, we have endured all the pains of labour and our hearts are heavy with the memory of this sorrow. Some of those pains continue even now. Nevertheless, the past is over and it is the future that beckons us now. That future is not one of ease or resting but of incessant striving so that we may fulfill the pledges we have so often taken and the one we shall take today. The service of India means, the service of the millions who suffer. It means the ending of poverty and ignorance and poverty and disease and inequality of opportunity. The ambition of the greatest men of our generation has been to wipe every tear from every eye. That may be beyond us, but as long as there are tears and suffering, so long our work will not be over. And so we have to labour and to work, and to work hard, to give reality to our dreams. Those dreams are for India, but they are also for the world, for all the nations and peoples are too closely knit together today for any one of them to imagine that it can live apart. Peace is said to be indivisible,</p>	15	CO1, CO4 and CO5



	<p>so is freedom, so is prosperity now, and also is disaster in this one world that can no longer be split into isolated fragments. To the people of India, whose representatives we are, we make an appeal to join us with faith and confidence in this great adventure. This is no time for petty and destructive criticism, no time for illwill or blaming others. We have to build the noble mansion of free India where all her children may dwell. The appointed day has come -the day appointed by destiny- and India stands forth again, after long slumber and struggle, awake, vital, free and independent. The past clings on to us still in some measure and we have to do much before we redeem the pledges we have so often taken. Yet the turning-point is past, and history begins anew for us, the history which we shall live and act and others will write about. It is a fateful moment for us in India, for all Asia and for the world. A new star rises, the star of freedom in the East, a new hope comes into being, a vision long cherished materializes. May the star never set and that hope never be betrayed! We rejoice in that freedom, even though clouds surround us, and many of our people are sorrowstricken and difficult problems encompass us. But freedom brings responsibilities and burdens and we have to face them in the spirit of a free and disciplined people. On this day our first thoughts go to the architect of this freedom, the Father of our Nation, who, embodying the old spirit of India, held aloft the torch of freedom and lighted up the darkness that surrounded us. We have often been unworthy followers of his and have strayed from his message, but not only we but succeeding generations will remember this message and bear the imprint in their hearts of this great son of India, magnificent in his faith and strength and courage and humility. We shall never allow that torch of freedom to be blown out, however high the wind or stormy the tempest. Our next thoughts must be of the unknown volunteers and soldiers of freedom who, without praise or reward, have served India even unto death. We think also of our brothers and sisters who have been cut off from us by political boundaries and who unhappily cannot share at present in the freedom that has come. They are of us and will remain of us whatever may happen, and we shall be sharers in their good [or] ill fortune alike. The future beckons to us. Whither do we go and what shall be our endeavour? To bring freedom and opportunity to the common man, to the peasants and workers of India; to fight and end poverty and ignorance and disease; to build up a prosperous, democratic and progressive nation, and to create social, economic and political institutions which will ensure justice and fullness of life to every man and woman. We have hard work ahead. There is no resting for any one of us till we redeem our pledge in full, till we make all the people of India what destiny intended them to be. We are citizens of a great country on the verge of bold advance, and we have to live up to that high standard. All of us, to whatever religion we may belong, are equally the children of India with equal rights, privileges and obligations. We cannot encourage communalism or narrow-mindedness, for no nation can be great whose people are narrow in thought or in action. To the nations and peoples of the world we send greetings and pledge ourselves to cooperate with them in furthering peace, freedom and democracy. And to India, our much-loved motherland, the ancient, the eternal and the ever-new, we pay our reverent homage and we bind ourselves afresh to her service.</p>		
Q.2a	‘Political language’, comprises not only rhetoric but paralinguistic signs such as body language, and political acts	15	CO1 and CO3



	such as boycotts and protests.' Discuss this statement in the purview of the political environment in India.  <b>OR</b>		
<b>Q2. B.</b>	Compare the three estates to the three pillars of democracy?	08	CO1 and CO4
<b>Q2. C.</b>	How does media play the role of the fourth pillar of the society?	07	CO1, CO2, CO3, CO 4
<b>Q3. a.</b>	Explain 'Public Opinion' and why it is an important in today's society	07	CO2, CO3, and CO4
<b>Q3. B.</b>	Are countries more likely to be a democracy because they are wealthy, or are countries more likely to be wealthy because they are democracies?  <b>OR</b>	08	CO1, CO2, CO3
<b>Q3. C.</b>	Discuss the difference between a nation and a state? Is India a state or a nation or a nation state? Give in-depth and logical reasoning for your answer	15	CO4, CO5
<b>Q.4</b>	Write short notes <b>on any three</b> of the following:	15	CO1, CO2, CO3, CO4
	a. Parliamentary system of democracy b. Types of Political Campaigns c. The structure of International Society d. Media Bias e. Vaad, Samvaad, Jalpa and Vitanda		





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG/PG Programmes)		
Programme code: Programme: B. A. Hons in Mass Communication and Journalism	Class: FY	Semester: II
Name of the Constituent College: S. K. Somaiya College	Name of the Department : Mass Media	
Course Code: 131U08C202	Name of the Course: Political Communication and History	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q1 is compulsory 2)Please elucidate your answers with suitable examples		

Question No.		Max. Marks	Co Attainment
Q.1	<p>Please read the following speech given by Prime Minister Narendra Modi and do a rhetorical analysis of the speech. (PM's address at the inauguration Session of Commemoration of 50 years of Project Tiger in Mysuru in 2022)</p> <p>Today we are witnessing a very important milestone. Project Tiger has completed 50 years. The success of Project Tiger is a matter of pride not only for India but for the entire world. India has not only saved the tiger, but has also given it an excellent ecosystem to flourish. It is even more pleasant for us that India is home to 75 percent of the world's tiger population in the 75th year of India's independence. It is also a coincidence that the tiger reserve in India is spread over 75,000 square kilometers and the tiger population has also increased by 75 per cent in the last 10-12 years. This has been possible due to everyone's efforts and I congratulate the entire country for this success.</p> <p>Today, the wildlife lovers around the world are bewildered that at a time when the population of the tigers is stagnant or decreasing in many countries, then how come it is increasing rapidly in India. The answer is hidden among the traditions and culture of India and its natural urge towards biodiversity and environment. We do not believe in conflict between ecology and economy, but give equal importance to co-existence of both. We have thousands of years of old history related to tigers. The graphical representations of tigers have been found on the ten-thousand-year-old rock art in Madhya Pradesh. Many communities of the country, like the Bharias living in Central India and the Worlis living in Maharashtra, worship the tiger. Tiger is considered as our friend and brother in many tribes in our country. And, the tiger is the vehicle of Maa Durga and Lord Aiyappa.</p> <p>India is a country where protecting nature is part of culture. This is why it has many unique achievements in wildlife conservation. With only 2.4 per cent of the world's land area, India contributes about 8 per cent of the known global biodiversity. India is the largest tiger range country in the world. With nearly 30,000 elephants, we are the largest Asiatic elephant range country in the world! Our rhino population of nearly 3,000 makes us the largest single-horn rhino country in the world. We are the only country in the world to have Asiatic lions. The lion population has increased from around 525 in 2015 to around 675 in 2020. Our leopard population went up by over 60 per cent in just 4 years. The work being done to clean up rivers such as the Ganga has helped bio-diversity. Some aquatic species that were</p>	15	CO 5, CO3, CO 4



	<p>considered to be in danger have shown improvement. These achievements are all due to people's participation and a culture of conservation, 'Sabka Prayas' (collective efforts).</p> <p>A few months back, we also took another important initiative to enrich India's biodiversity. The cheetah became extinct in India decades ago. We brought this magnificent big cat to India from Namibia and South Africa. This is the first successful trans-continental translocation of a big cat. A few days back, four beautiful cubs were born in Kuno National Park. The cheetah became extinct from Indian soil about 75 years ago. In other words, a cheetah has taken birth on the land of India after about 75 years. This is a very auspicious beginning. This is also proof of how important international co-operation is for the protection and prosperity of biodiversity.</p> <p>Wildlife protection is not a one-country issue, but a universal one. International Alliance is the need of the hour in this regard. I called for an alliance against poaching and illegal wildlife trade in Asia on Global Tiger Day in 2019. The International Big Cat Alliance is an extension of this spirit. It will help mobilize financial and technical resources for the entire ecosystem associated with the big cat. It will also be easier to implement the conservation and protection agenda that has emerged from the experiences of various countries, including India. The focus of the International Big Cat Alliance will be on the conservation of seven major big cats of the world. The countries which have Tiger, Lion, Leopard, Snow Leopard, Puma, Jaguar and Cheetah will be a part of this alliance. Under this alliance, the member countries will be able to share their experiences and they will be able to help their fellow country more quickly. This alliance will also lay emphasis on Research, Training and Capacity Building. Together we will save these species from extinction and create a safe and healthy ecosystem. A better future for humanity is possible only when our environment remains safe and our bio-diversity continues to expand. This responsibility belongs to all of us, to the entire world. We are continuously encouraging this spirit during our G-20 presidency. The G20 motto, 'One Earth, One Family, One Future', conveys this message. At COP26 too, we have set big and ambitious goals for ourselves. I have full faith that we will achieve every goal of environmental protection with mutual cooperation.</p> <p>Once again, I express my gratitude to all of you for attending this event. I assure you that we will better this new figure of tigers in the near future and make new achievements.</p>		
Q.2	a. Discuss the history of political parties in India since 1947 to present.	15	CO1, CO3, CO5
	OR		
	b. Does 'modernization theory' lead to democratization? Please discuss in the context of world politics	08	CO1, CO3, CO4, CO5
	c. News is manufactured good, the product of a social set of social, economic and political institutions and practices.' Discuss this statement in the purview of your media consumption	07	CO1, CO3, CO5
Q.3	a. Explain how 'advertising, a license to do business' act as a filter in what we consume through media in our daily lives.	15	CO1, CO2, CO3, CO4
	OR		
	b. What are the challenges to our democracy?	08	



	c. Explain the different theories of the state	07	
Q.4	<p>Write short notes on <b>any three</b> of the following:</p> <ol style="list-style-type: none"> <li>Panchayat Raj System</li> <li>Challenges to State sovereignty</li> <li>Framing</li> <li>Political Campaigns</li> <li>The three estates</li> </ol>	15	CO1, CO3, CO4, and CO5





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

**Semester (January 2023 to April 2023)**

**Examination: End Semester Examination March/April 2023 (UG/PG Programmes)**

<b>Programme code:</b> <b>Programme: BAMCJ (Hons.)</b>	<b>Class: FY</b>	<b>Semester: II</b>
<b>Name of the Constituent College:</b> S K Somaiya College		<b>Name of the Department:</b> Department of Mass Communication
<b>Course Code:</b> 131U08C203	<b>Name of the Course:</b> News Writing and Reporting	
<b>Duration: 2 Hrs.</b>	<b>Maximum Marks: 60</b>	
<b>Instructions: All questions are compulsory.</b>		

<b>Question No.</b>		<b>Max. Marks</b>	<b>Co Attainment</b>
Q.1	<p>Analyze the following news in detail taking all the news elements into consideration:</p> <p>Niti: India should aim to be largest dairy exporter Sangeeta G Chennai, April 14</p> <p>Despite being the largest producer of milk, India's share in dairy exports is a paltry 0.62 per cent. The goal and vision of the industry for the next 25 years should be to make India the largest exporter of dairy products, said Niti Aayog.</p> <p>India is now producing more milk than the recommended dietary allowance of 377 gram per person per day.</p> <p>As the largest producer of milk, India accounts for one fourth of global production. But its share in global export of dairy products is awfully low.</p> <p>The global dairy exports in 2021 was valued at \$63 billion whereas India's export was only \$392 million or 0.62 per cent.</p> <p>Though dairy exports doubled in 2021-22 to reach `4,742 crore and increased by 64 per cent in volume, exports are less than 0.5</p>	15	CO1, CO2, CO3



	<p>per cent of total domestic production of milk.</p> <p>“The goal and vision of the sector for the next 25 years should be to make India the largest exporter of dairy products. This is a tall order, but, looking at the past achievements of the dairy sector, it looks attainable, though challenging,” said Niti Aayog in its report.</p> <p>Milk production is projected to grow at six per cent per year. With population growth falling below one per cent, domestic milk demand in future is likely to grow at a lower rate than the recent past, leading to surplus.</p> <p>The dairy industry must channelise some domestic production to the overseas market, especially in the processed form rather than liquid milk alone. This will require changes in investment in the dairy industry, including the value chain.</p> <p>India can also tap some high-end markets if it can address milk quality and livestock health.</p> <p>“Some countries require compliances with high sanitary and phyto sanitary standards as well as vaccination for import of dairy products. Further, India’s dairy has to be globally competitive. The industry has been opposing any free trade agreement that involves liberalisation of trade (import) in dairy products,” said Niti Aayog.</p> <p>“A country cannot be export competitive if it is unable to compete with imports. This issue is crucial for the future growth of the dairy industry in India,” said Niti Aayog.</p> <p>AS THE largest producer of milk, India accounts for one-fourth of global production. But its share in global export of dairy products is awfully low.</p> <p><i>Credit: The Asian Age</i></p>		
Q.2	<p>A. How has online journalism changed the way news is produced and consumed, and what are some of the implications for the future of journalism?</p>	15	CO2, CO4
	OR		



	B. How do reporters cover agriculture, drought, floods, and other natural disasters, and what are some of the challenges and opportunities involved in reporting on these events?	15	CO1, CO2, CO3
Q.3	A. What is media ownership, and how does it impact the content and distribution of news and information?	15	CO2, CO4
	OR		
	B. Evaluate the current status of news reporting in India in detail.	15	CO2, CO3, CO4
Q.4	Write short notes on any three of the following:	15	
	A. News as Information		CO1, CO4
	B. Investigative Journalism		CO2, CO3
	C. Limitations in news selection		CO1, CO2
	D. Gate Keeping		CO2
	E. Lead		CO1, CO2





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG/PG Programmes)		
Programme code: Programme: BAMCJ (Hons.)	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College	Name of the Department: Department of Mass Communication	
Course Code: 131U08C203	Name of the Course: News Writing and Reporting	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: All questions are compulsory.		

Question No.		Max. Marks	Co Attainment
Q.1	<p>Analyze the following news article in detail taking all the news elements into consideration:</p> <p><b>Baisakhi Celebrated With Fervour In J&amp;K</b> Kashmir, Apr 15</p> <p>Srinagar: Baisakhi, marking the beginning of the Sikh New Year, was on Friday celebrated with religious fervour and gaiety in Jammu and Kashmir as devotees thronged different gurudwaras to offer prayers.</p> <p>In Kashmir, the main function was held at Gurudwara Chati Patshahi in the Rainawari area of Srinagar, which was attended by a huge number of Sikh devotees.</p> <p>The celebrations by the members of the Sikh community were also held in various districts of the valley.</p> <p>The festival of Baisakhi, which is mainly celebrated in the north Indian states of Punjab and Haryana, marks the beginning of the Sikh new year. It is also a commemoration of the formation of the Khalsa Panth of warriors under Guru Gobind Singh in 1699.</p>	15	CO1, CO2, CO3



Cutting across faiths and religious lines, the Army personnel stationed across Kashmir also celebrated Baisakhi.

The main celebrations were held at an Army camp in HMT area on the outskirts of Srinagar. General officer commanding of the Army's Srinagar-based 15 Corps, or Chinar Corps, Lt Gen ADS Aujla and senior officers of the police and the Army were present on the occasion. "Army personnel from all religions celebrate Baisakhi together. This also sends a strong message to the country that we should celebrate the festivals together, live together, and take the country forward on the path to prosperity," Hawaldar Ajay Kumar told reporters.

He said Kashmiri locals also celebrate the festivals with the Army.

"We do not feel that we are far away from our families, because this is a family for us," he added.

Another Army personnel Hawaldar Sarabjit Singh said Baisakhi was a very important day for them and "we all brothers together celebrate this festival".

The festival also marks the opening of the famous Mughal gardens in Srinagar.

Hundreds of people joined a mega walk en route Dogra Chowk, Vivekanand Chowk, Rajinder Bazaar, Kanak Mandi, Purani Mandi, Jain Bazaar Pacca Danga towards the Mubarak Mandi Heritage Complex in Jammu.

The participants including officers of the Tourism Department, prominent citizens, folk dancers as well as beautifully decorated elephants, horses, camels, and chariots were given a warm welcome by locals of the old city and showered with petals.



	<p>People from all sections of society participated in the procession in their traditional attires depicting the varied culture of Jammu.</p> <p>Folk dances like Bhangra', Haran', Jattar', Kud' and as well as martial arts were the main attractions of the procession.</p> <p>At Mubarak Mandi, a Dogra village and a Dogra exhibit "Mere Desae Da Shalaepa" was set up where live painting and live poetry sessions were held. Besides, items symbolising the Dogra art and culture were put on display. The exhibition will go on for three days.</p> <p>Similarly, special events were held at Gulabgarh-Paddar in Kishtwar, Dera Baba Banda Bahadur in Reasi, Gurudwara Nangali Sahib in Poonch, Jia Pota Ghat in Akhnoor to celebrate Baisakhi.</p> <p><i>Credit: Observer</i></p>		
Q.2	A. How has the digital age changed the methods and manners of news writing and reporting?	15	CO2, CO4
	OR		
	B. Explain the process of gathering information for news writing.	15	CO1, CO2, CO3
Q.3	A. How does media monopoly influence the news writing? Substantiate with appropriate examples.	15	CO2, CO4
	OR		
	B. What are the challenges faced by journalists covering sensitive or controversial topics in India?	15	CO2, CO3, CO4
Q.4	Write short notes on any three of the following:	15	
	A. Feature story		CO3
	B. Objectivity in news writing		CO1, CO2
	C. Data journalism		CO4
	D. Accident reporting		CO2, CO3
	E. Inverted pyramid structure		CO1, CO2





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG/PG Programs)		
Program code: 08 program: BAMCJ (Hons)	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College	Name of the Department: Mass Communication	
Course Code: 131U08K201	Name of the Course: Gender Studies and Media	
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	Body shaming is one of the recent issues discussed by various media platforms. It has been observed that many NGOs also create awareness of it and constantly follow the issue. Illustrate the causes, and consequences and suggest the role of media in the body shaming issue.	15	CO 2. CO3
Q.2 A)	Explain the work of Stuart Hall in theories of culture.	15	CO1
	<b>OR</b>		
Q.2 B)	“Gender discrimination is always sighted from women’s perspective but there are Men too” Do you agree? Justify with an example.	15	CO 2. CO3
Q.3 A)	Describe the impact of media on cultural expression with special reference to Festivals of India.	15	CO 1
	<b>OR</b>		
Q.3 B)	Illustrate the role of media in Gender.	15	CO2
Q.4	Write Short notes (any three) 1. Gender Equalities 2. Global Hegemonic Ideologies 3. Commodification of Culture 4. Sports as Cultural Expression 5. Feminism	15	CO1 CO2 CO2 CO3 CO3





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (January 2023 to April 2023)		
Examination: End Semester Examination April 2023 (UG Programs)		
Program code: 08 program: BAMCJ (Hons)	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College	Name of the Department: Mass Communication	
Course Code:131U08K201	Name of the Course: Gender Studies and Media	
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	In recent times it has been observed that workplace harassment become a serious issue. Employees are being harassed mentally or physically. Bosses, team leaders or colleagues are the ones who are involved in such acts. As discussed in class with help of various case studies; elaborate on the causes, and consequences; suggest remedies and the role of media in this issue.	15	CO 2. CO3
Q.2 A)	Illustrate the different concepts related to culture and their relevance in media.	15	CO1
	<b>OR</b>		
Q.2 B)	Write a detailed note on cultural expression in different media	15	CO 2. CO3
Q.3 A)	Elaborate on the concept of Social Construction of Sex and Gender and stereotypes on gender-specific roles in Indian culture.	15	CO 1
	<b>OR</b>		
Q.3 B)	Illustrate the commodification of "Women's Body" in Indian Media	15	CO2
Q.4	Write Short notes (any three) 1. Masculinity 2. Sexual Division of Labor 3. John Fiske – Culture and Industry 4. Cuisine as cultural expression 5. Digital media and Culture	15	CO1 CO2 CO2 CO1 CO3





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: Programme: BA MCJ (H)	Class: FY	Semester: II
Name of the Constituent College: SKSC	Name of the Department Mass Communication	
Course Code: 131U08K202	Name of the Course: Introduction to Advertising and marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	Co Attainment
Q.1	Define advertising campaign. Make an Advertising campaign on Don't drink and Drive.	15	CO 2
Q.2 a)	Differentiate between Advertising, Public Relations and Publicity	15	CO 3
	OR		
Q.2b)	Explain Marketing Environment . Discuss Product Life Cycle	15	CO 4
Q.3a)	Comment on the importance of Creativity in Advertising.	15	CO 2
	OR		
Q.3b)	Discuss the concept of IMC. Explain various tools of IMC	15	CO 5
Q.4)	Write short notes on (Any three) a) Consumer Behaviour b) Controversial advertising c) Ethics in Advertising d) Branding e) Copywriting	15	CO 4 CO 1 CO 1 CO 4 CO 2





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: Programme: BA MCJ (H)	Class: FY	Semester: II
Name of the Constituent College: SKSC	Name of the Department Mass Communication	
Course Code: 131U08K202	Name of the Course: Introduction to Advertising and Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	Co Attainment
Q.1	Define advertising campaign. Make an Advertising campaign on Green Mumbai.	15	CO 2
Q.2 a)	Differentiate between Advertising , Public Relations & Publicity	15	CO 3
	OR		
Q.2 b)	What is the social and cultural impact on Advertising?	15	CO 1
Q.3 a)	Explain DAGMAR & AIDA	15	CO 1
	OR		
Q.3 b)	Explain various tools of IMC with examples?	15	CO 5
Q.4	Write short notes on (Any three) a) 4 P's of Marketing b) Ethics in advertising c) controversial advertising d) Elements of Copywriting e) Branding	15	CO 4 CO 1 CO 1 CO 2 CO 4





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (Nov 2024 to April 2024)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 08 Programme: BA MCJ	Class: FY	Semester: II
Name of the Constituent College: SKSC	Name of the Department Mass Communication	
Course Code: 131U08K202	Name of the Course: Introduction to Advertising and Marketing	
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	Define advertising and its functions . Make an Advertising campaign on organic food/ smart watch.	15	CO 2
Q.2.a)	Explain unethical advertising. Differentiate between controversial & unethical advertising. Give suitable examples to support your answer.	15	CO 1
Q.2 b)	OR  What is the social and cultural impact on Advertising? Explain any two theories of Advertising	15	C01
Q.3 a)	Describe Product Life Cycle? Discuss Marketing Environment	15	CO 3
Q.3 b)	OR  Comment on Social Media Marketing ,Digital Marketing & Out Of Home advertising.	15	CO 4
Q.4	Write short notes on (Any three) a) Public Relation b) IMC c) USP d) Elements of Copywriting e) AIDA	15	CO 1 CO 1 CO 2 CO 2 CO 3





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG/PG Programmes)		
Programme code: Programme: B. A. Hons in Mass Communication and Journalism	Class: FY	Semester: II
Name of the Constituent College: S. K. Somaiya College	Name of the Department : Mass Media	
Course Code: 131U08C202	Name of the Course: Political Communication and History	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q1 is compulsory 2)Please elucidate your answers with suitable examples		

Question No.		Max. Marks	Co Attainment
Q.1	<p>Please read the following speech given by Prime Minister Narendra Modi and do a rhetorical analysis of the speech. (The speech was given in front of the United Nations General Assembly in 2020)</p> <p>Respected President of the General Assembly, On behalf of more than 1.3 billion people of India, I would like to congratulate every member state on the 75th anniversary of the United Nations.</p> <p>India is proud of the fact that it is one of the Founding Members of the United Nations. On this historic occasion, I have come to this global platform to share the sentiments of 1.3 billion people of India.</p> <p>Your Excellency, The world of 1945 was significantly different from today's world. The global situation, sources-resources, problems-solutions; all were quite different. And as a result, the form and the composition of the United Nations, established with the aim of global welfare, were in accordance with the prevailing situation of those times. Today we are in a completely different era. In the 21st Century, the requirements and challenges of our present as well as our future are vastly different from those of the past. Therefore, the international community today is faced with a very important question: Whether the character of the institution, constituted in the prevailing circumstances of 1945, is relevant even today?</p> <p>With the changing times, if we don't change, then the drive needed to bring change will also get weakened. If we were to make an objective assesment of the performance of the United Nations over the last 75 years, we see several stellar achievements.</p> <p>But at the same time, there are also several instances that point to the need for a serious introspection of the work of the United Nations.</p> <p>One could say that we have successfully avoided a third World War. But we cannot deny that there have been several wars, and many more civil wars. Several terrorist attacks shook the world and rivers of blood have continued to flow by.</p> <p>In these wars and in these attacks, the people who died, they are people just like you and me. Hundreds and thousands of children, who would have otherwise enriched this world with their presence, have left us prematurely. So many people have lost their entire life savings and have become homeless refugees. During those times and even today, can we suggest that efforts of the United Nations to tackle these issues were sufficient.</p> <p>Over the last 8 to 9 months, the whole world has been battling the pandemic of the Coronavirus. Where is the United Nations in this joint fight against the pandemic? Where is its effective response?</p> <p>Reform in the responses, in the processes, and in the very character of the</p>	15	CO 5, CO3, CO 4



	<p>United Nations is the need of the hour. It is a fact that the faith and respect that the United Nations enjoys among the 1.3 billion people in India is unparalleled. But it is also true that the people of India have been waiting for a long time for the process for the reforms of the United Nations to get completed.</p> <p>Today, people of India are concerned whether this reform-process will ever reach its logical conclusion. For how long will India be kept out of the decision-making structures of the United Nations?</p> <p>This is a country, which is the largest democracy of the world; This is a country with more than 18 per cent of the world population; This is a country, which has hundreds of languages, hundreds of dialects, many sects, and many ideologies; This is a country, which was a leading global economy for centuries and also one which has endured hundreds of years of foreign rule. When we were strong, we were never a threat to the world, when we were weak, we never become a burden on the world.</p> <p>How long would a country have to wait particularly when the transformational changes happening in that country affect a large part of the world?</p> <p>The ideals on which the United Nations was founded and India's own fundamental philosophy has a lot of commonality. They are not different from each other.</p> <p>Within the halls of the United Nations, one has often heard the words "the world is one family".</p> <p>We treat the whole world as one family.</p> <p>It is part of our culture, character and thinking.</p> <p>In the United Nations too, India has always given priority to the welfare of the whole world.</p> <p>India is the country, which sent its brave soldiers to about 50 peacekeeping missions the world over to keep peace.</p> <p>India is that country, which in the course of maintaining peace, has lost the maximum number of its brave soldiers</p> <p>Today every Indian, while seeing the contribution of India in the United Nations, aspires for India's expanded role in the United Nations.</p> <p>Excellency,</p> <p>Any gesture of friendship by India towards one country is not directed against any third country. When India strengthens its development partnership, it is not with any malafide intent of making the partner country dependent or hapless. We have never hesitated from sharing experiences of our development. Even during these very difficult times of the raging pandemic, the pharmaceutical industry of India has sent essential medicines to more than 150 countries.</p> <p>As the largest vaccine producing country of the world, I want to give one more assurance to the global community today.</p> <p>India's vaccine production and delivery capacity will be used to help all humanity in fighting this crisis. In India and in our neighbourhood, we are moving ahead with phase 3 clinical trials in India. India will also help all the countries in enhancing their cold chain and storage capacities for the delivery of the Vaccines.</p> <p>Starting from January next year, India will also fulfil its responsibility as a non-permanent member of the Security Council. I express my gratitude to all fellow members states who have bestowed this trust upon India.</p>		
Q.2	a. Explain the propaganda model. Explain the model in the context of the contemporary media.	15	CO2, CO3
	OR		
	b. Discuss the characteristics of State. Please explain with suitable examples	08	CO1, CO3
	c. Explain the 'Sovereign, Socialist, Secular, Democratic, and Republic' in the preamble of the India Constitution	07	CO1, CO3, CO5

Q.3	a. 'A sociological understanding of journalism/media universe - the blend of chance and intention, normality and catastrophe, instrument and accident, expectation and surprise, narrative and interjection that makes up the news.' Critique this statement in the context of the political communication and contemporary media.  OR	15	CO1, CO3, CO4
	b. Discuss the reason why countries become democratic? Explain your answers with suitable examples	08	
	c. What role does media play in publicizing the politics and political parties?	07	
Q.4	Write short notes on any three of the following: a. Public Opinion b. Parliamentary system in India c. Media bias d. Rubrics for judging a good speech. e. Marxist State	15	CO1, CO3, CO4, and CO5