



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ	SEM: IV
	MAR/APR-2023

Sr. No.	Subject	Available
1.	131U08V401 – Radio & Television Studies (A)	
2.	131U08C402 – Event Management & Marketing (A)	
3.	131U08C402 – Event Management & Marketing (B)	
4.	131U08V401 – Radio & Television Studies (B)	
5.		
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10.		



LIBRARY



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 08	Class: SY	Semester: IV
Programme: BAMCJ		
Name of the Constituent College: S K Somaiya College, SVU	Name of the Department: Mass Communication	
Course Code: 131U08V401	Name of the Course: Radio & Television Studies	
Duration: 2 hrs.	Maximum Marks: 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1	Prepare a script for a video interview with Rishabh Shetty on the Success of Kantara	15
Q.2 A)	Illustrate the history of Radio in India.	15
	OR	
Q. 2 B)	Prepare a Television Run Down for 10 minutes news bulletin.	15
Q.3 A)	Explain different types of Television Programs.	15
	OR	
Q. 3 B)	"In the digital age radio is still a strong medium of information and communication" Justify the statement with examples.	15
Q.4	Write short notes on. (Any Three) 1. 24x7 News channels 2. Types of Microphones 3. IPTV 4. DTH 5. Internet Radio	15



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Programme code: 8	Class: SY	Semester: IV
Programme: BAMCJ		
Name of the Constituent College: S K Somaiya college	Name of the Department Mass Media	
Course Code: 131U08C402	Name of the Course: Event management and marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Q.1 is compulsory, Q.2, 3 and 4 has options		
Length of the answer does not ensure marks, relevance do.		
This paper is an expression of your thought. Hence, express your own ideas		

Question No.		Max. Marks
Q.1. A	<p>The Kolkata International Film Festival (KIFF) is an annual festival held in Kolkata, India. Founded in 1995, it is the third oldest international film festival in India .The festival is organized by the West Bengal Film Centre under the West Bengal Government.</p> <p>The Kolkata International Film Festival which had started in the year 1995, had drawn inspiration from film legends in Satyajit Ray, Ritwik Ghatak, Mrinal Sen and many more stalwarts of cinema from Bengal, who have contributed to world cinema; hence the festival has earned international accolade since the very beginning but was somewhat confined to the more sophisticated and learned fraternity.</p> <p>One of the flagship events of the State Government, KIFF not only caters to the cinephile in Kolkata but it captivates viewers who have penchant for cinema of international standard.</p> <p>Based on the details mentioned above provide your viewpoints on the following:-</p> <p>A. What would be the objectives and target audience for such an event? B. Draft a communication/marketing plan for the promotion of KIFF</p>	15
Q.2. A	Write a note on types of event	8
Q.2 B	Write a note on types of event sponsorship	7
	OR	
Q.2. C	Draft an event proposal mentioning all the features/steps in it	15

Q.3. A.	<p>Prepare balance sheet and profit and loss A/c from the following trail balance of Star events Ltd.</p> <p>Trial balance as on 31st March 2004</p> <table> <tr> <th>Particulars</th><th>Debit (Rs.)</th><th>Credit (Rs.)</th></tr> <tr> <td>Capital</td><td></td><td>40,000</td></tr> <tr> <td>Cash in hand</td><td>2000</td><td></td></tr> <tr> <td>Cash at bank</td><td>5000</td><td></td></tr> <tr> <td>Purchase of merchandise</td><td>32,000</td><td></td></tr> <tr> <td>Commission on sales</td><td>5000</td><td></td></tr> <tr> <td>Interest</td><td>5000</td><td></td></tr> <tr> <td>Sale of merchandise</td><td></td><td>25,000</td></tr> <tr> <td>Revenue from event</td><td></td><td>30,000</td></tr> <tr> <td>Transportation</td><td>7000</td><td></td></tr> <tr> <td>Insurance</td><td>5000</td><td></td></tr> <tr> <td>Debtors</td><td>25,000</td><td></td></tr> <tr> <td>Creditors</td><td></td><td>20,000</td></tr> <tr> <td>Building</td><td>40,000</td><td></td></tr> <tr> <td>Salaries Outstanding</td><td></td><td>12,000</td></tr> <tr> <td>Rent</td><td>1000</td><td></td></tr> <tr> <td>Total</td><td>1,27,000</td><td>1,27,000</td></tr> </table>	Particulars	Debit (Rs.)	Credit (Rs.)	Capital		40,000	Cash in hand	2000		Cash at bank	5000		Purchase of merchandise	32,000		Commission on sales	5000		Interest	5000		Sale of merchandise		25,000	Revenue from event		30,000	Transportation	7000		Insurance	5000		Debtors	25,000		Creditors		20,000	Building	40,000		Salaries Outstanding		12,000	Rent	1000		Total	1,27,000	1,27,000	15
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	OR																																																				
Q.3. B.	<p>For each of the following transactions, calculate the resulting cash flow and state the nature of cash flow, viz., operating, investing and financing</p> <ol style="list-style-type: none"> Paid Rs. 1,50,000 to acquire shares in General company and received a dividend of Rs. 25,000 after acquisition. Sold machinery original costing Rs. 40,000 for Rs. 25,000 and bought a new machinery for Rs. 50,000 Took a loan of Rs. 50,000 and paid an interest of Rs. 5,000 Last year provision for taxation was Rs. 5,000 and current year was Rs. 3,000 	8																																																			

- e) Trade receivable increased by Rs.5000 and trade payable decreased by Rs.6000

Q.3 C.

Following information is of an event organised by Growth Ltd.

Particulars	per unit (Rs.)
Selling price (ticket)	500
Variable cost	
Merchandise (gifts)	100
Chairs and sitting	150
Fixed cost	
Venue rent	20,000
Decorations	10,000

- a) Find no of tickets to be sold in units and sales to be made in Rs. To achieve break even.

- b) Also calculate no of tickets to be sold if required profit is Rs. 50,000

7

Q.4

Short notes (any 3)

15

- A. Role of logistics in event management
- B. Different themes of events
- C. Challenges in getting event sponsorship
- D. Crisis management in events
- E. Marketing of events



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Name of the Constituent College: S K Somaiya college	Name of the Department Mass Media	
Course Code: 131U08C402	Name of the Course: Event management and marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Q.1 is compulsory, Q.2, 3 and 4 has options Length of the answer does not ensure marks, relevance do. This paper is an expression of your thought. Hence, express your own ideas		

Question No.		Max. Marks
Q.1.	<p>Priyanka Punjabi's love for the artsy details, bohemian rhapsodies and various creative forms combined with Alankar Jain's acumen in all kinds of innovative media, urban living and fresh ideas started 'The Lil Flea' in 2014 as an experiment for people who'd enjoy art, fashion, food and music festivals brought together with a whole lot of 'that's new!'.</p> <p>What initially was a fresh 'it' event for Mumbai's experimental groups, has over a span of just three years and several picturesque weekends, built a community of over 200,000 people from all over the country and beyond. Some as participants, some as loyal audiences and some as trendsetters in the creative world — all from insanely different walks of life.</p> <p>The Flea story is more than a lifestyle event. It has become a vibrant gathering of all those who live for experiences, making the brand itself strive to inspire cool ideas, to travel for exploring the unseen, to create a thing of beauty and to share it all with the world.</p> <p>For an event like the Lil Flea provide your ideas and opinion on:-</p> <p>A. ^{who} how are the target audiences for the event like the "The Lil flea"?</p> <p>B. What would be different revenue streams for such an event? (in what ways the organizers can make people doing an event like the The lil flea</p>	15
Q.2. A	Write a note on types of event	8
Q.2 B	Write a note on types of event sponsorship	7
	OR	
Q.2. C	Draft an event proposal mentioning all the features/steps in it	15

Q.3. A.	Show cash flow from operating, Financing and Investing activities						15
	Following is the balance sheet of Vijay and Sons.						
	Liabilities	2016 (₹)	2017 (₹)	Assets	2016 (₹)	2017 (₹)	
	Capital	20,000	30,000	Building	20,000	30,000	
	Creditors	20,000	17,000	Machinery	10,000	25,000	
	Provision for Taxation	5,000	7000	Debtors	25,000	30,000	
	Profit and loss A/c	20,000	30,000	Inventory	15,000	18,000	
	Loan	10,000	25,000	Cash	5,00	6,000	
	Total	75,000	1,09,000		75,000	1,09,000	
	Depreciation On machinery is Rs. 5,000, Interest Paid amounted to Rs. 2,000						
	OR						
Q.3. B.	Create an event budget from the following expected incomes and expenses and also identify the profit.						8
	Particulars		Amt (Rs.)				
	Government funding		1,50,000				
	Printing and stationary		10,000				
	Sponsors		1,00,000				
	Purchase of merchandise		15,000				
	Participation fees		250,000				
	Advertisement and publicity		1,50,000				
	Decoration expense		25,000				
	Refreshment		40,000				
	Rent of venue		50,000				
	Sale of merchandise		30,000				
	Commission on sales		35,000				
	Lightning		25,000				
	Miscellaneous Expense		10,000				
Q.3 C.							7

Create profit and loss account from the following details of Love Ltd.

Trial balance as on 01.04.2021

Particulars	LF No.	Debit (RS.)	Credit (Rs.)
Building		50,000	
Rent		5000	
Lightning		2000	
Goodwill		3000	
Interest received			500
Salary		10,000	
Commission			1000
Motor Van		30,000	
Loan from A			10,000
Revenue from event			42,000
Capital			50,000
Interest paid		2000	
Transportation		1250	
Miscellaneous Expense		250	
Total		1,03,500	1,03,500

Q.4	Short notes (any 3)	15
A.	Role of logistics in event management	
B.	Write a note on any mega event of your choice	
C.	Challenges in getting event sponsorship	
D.	Write a note on your experience of any event as a spectator	
E.	Marketing of events	



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Duration: 2 hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1	Prepare a 48 Minutes Radio Timeline for a radio program starting at 9:15 am.	15
Q.2 A)	Illustrate the history of Television in India.	15
	<i>OR</i>	
Q. 2 B)	Prepare a Television Run Down for 10 minutes news bulletin.	15
Q.3 A)	Explain different types of sound, mixer & microphone.	15
	<i>OR</i>	
Q. 3 B)	On the occasion of winning the Oscar, prepare a script for a radio interview with Kartiki Gonsalves.	15
Q.4	Write short notes on. (Any Three) 1. Community Radio 2. SITE 3. Prasar Bharati 4. Radio Frequencies 5. Doordarshan	15