



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (HONS)	SEM: V
	OCT-2022

Sr. No.	Subject	Available
1.	131U08C501 – Digital Media (A)	
2.	131U08V501 – Media Planning & Buying	
3.	131U08C502 – Photojournalism (A)	
4.	131U08C502 – Professional Ethics (A)	
5.	131U08V503 – Brand Management (A)	
6.	131U08V505 – Data Journalism	
7.	131U08C501- Digital Media (B)	
8.	131U08V502- consumer Behaviour	
9.	131U08C502- Photojournalism (B)	
10.	131U08C502- Professional Ethics (B)	

11. 13108V503- Brand Management (B)



LIBRARY



SOMAIYA
VIDYAVIHAR UNIVERSITY

October 2022		
Examination: End Semester - Regular Examination (UG Programmes SEM V)		
Programme code: 08		
Programme: TYBAMCJ (Honours)		
Name of the Constituent College: S K Somaiya College (SKSC)	Name of the department/Section/Center: Department of Mass Communication	
Course Name: Digital Media	Course Code: 131U08C501	
Duration: 2 Hours		Max. Marks: 60
Instructions: All questions are compulsory.		

		Max. Marks
Q. 1	You are assigned a job of developing a website for a sports academy. Develop a plan of website using hierarchical model and explain the components of the website.	15
Q. 2	A) Explain in detail how writing for Web is different than writing for Print with appropriate examples.	15
	OR	
Q. 3	B) What are the key concepts of digital media?	15
	OR	
Q. 4	A) Enumerate and explain various social media tools used for digital media marketing.	15
	B) India is a constant target for cybercrime. Explain the various cyber-crimes done in India and suggest remedies.	15
Q. 4	A) Twitter Marketing B) Benefits of Digital Media C) Digital security D) 4 Vs of Big Data E) Importance of Data Management Platform	15

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 08 Programme: BAMCJ (Hons)	Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College	Name of the Department : Dept of Mass Communication	
Course Code: 131U08V501	Name of the Course: Media Planning and Buying	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)Use of calculator is allowed		

Question No.		15																																																												
Q.1	<p>Create a Media Plan for Iphone 14 Pro costing 150000. The schedule is for 2 months. The advertisements are in colour. Budget for the print campaign is 3 crore.</p> <p>Magazine : Single and / or double spread . Newspaper : Half page.</p> <p>Use rate card given below:</p> <table><tr><th>Dailies</th><th>Readership 000's</th><th>Rate(in sq. cm.)</th><th>Magazine</th><th>Readership</th><th>Rate (Full page) Special effects B/W</th></tr><tr><td>The Times of india</td><td>6092</td><td>4110</td><td>India Today(HINDI)W</td><td>11700</td><td>6,40,000</td></tr><tr><td>The Financial Express</td><td>1225</td><td>750</td><td>Sarita (M)</td><td>4125</td><td>2,75,000</td></tr><tr><td>Business Standard</td><td>4850</td><td>1415</td><td>Reader's Digest (M)</td><td>2321</td><td>2,25,000</td></tr><tr><td>Punjab Kesari</td><td>3860</td><td>630</td><td>The Vogue (F)</td><td>4100</td><td>2,80,000</td></tr><tr><td>The Economic times</td><td>1428</td><td>2350</td><td>The Digit (W)</td><td>1125</td><td>1,20,000</td></tr><tr><td>Malayala Manorama</td><td>6850</td><td>1750</td><td>Business India (F)</td><td>750</td><td>3,45,000</td></tr><tr><td>The Hindu</td><td>3100</td><td>2050</td><td>The Week (W)</td><td>1281</td><td>2,07,000</td></tr><tr><td>Dainik Bhaskar</td><td>15250</td><td>2069</td><td>Chitralekha (Gujarati) (W)</td><td>1550</td><td>1,92,500</td></tr><tr><td>Naybharat Times</td><td>2872</td><td>925</td><td>Outlook Traveller (F)</td><td>1265</td><td>1,85,000</td></tr></table> <p>Rate : Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w))</p>	Dailies	Readership 000's	Rate(in sq. cm.)	Magazine	Readership	Rate (Full page) Special effects B/W	The Times of india	6092	4110	India Today(HINDI)W	11700	6,40,000	The Financial Express	1225	750	Sarita (M)	4125	2,75,000	Business Standard	4850	1415	Reader's Digest (M)	2321	2,25,000	Punjab Kesari	3860	630	The Vogue (F)	4100	2,80,000	The Economic times	1428	2350	The Digit (W)	1125	1,20,000	Malayala Manorama	6850	1750	Business India (F)	750	3,45,000	The Hindu	3100	2050	The Week (W)	1281	2,07,000	Dainik Bhaskar	15250	2069	Chitralekha (Gujarati) (W)	1550	1,92,500	Naybharat Times	2872	925	Outlook Traveller (F)	1265	1,85,000	15
Dailies	Readership 000's	Rate(in sq. cm.)	Magazine	Readership	Rate (Full page) Special effects B/W																																																									
The Times of india	6092	4110	India Today(HINDI)W	11700	6,40,000																																																									
The Financial Express	1225	750	Sarita (M)	4125	2,75,000																																																									
Business Standard	4850	1415	Reader's Digest (M)	2321	2,25,000																																																									
Punjab Kesari	3860	630	The Vogue (F)	4100	2,80,000																																																									
The Economic times	1428	2350	The Digit (W)	1125	1,20,000																																																									
Malayala Manorama	6850	1750	Business India (F)	750	3,45,000																																																									
The Hindu	3100	2050	The Week (W)	1281	2,07,000																																																									
Dainik Bhaskar	15250	2069	Chitralekha (Gujarati) (W)	1550	1,92,500																																																									
Naybharat Times	2872	925	Outlook Traveller (F)	1265	1,85,000																																																									
Q.2	<p>A Answer the following</p> <p>1.An advertisement is seen 4 times by 20,000 people and 8 times by 10,000 people and 10 times by 15,000 people. The reach 35% TA is 20%. The average exposure cost is Rs. 4000. Determine the Budget. (8M)</p>	15																																																												

2. Find out average frequency of the advertisement in the magazine using the data given below :- (7 M)

X Y Z Magazines

Readership: Magazine X 55,500,

Magazine Y 20,000,

Magazine Z 28,000.

Duplication of Magazine X : with Magazine Y 2,000, with Magazine Z 5,000

Duplication of Magazine y : with Magazine X 3,000,with Magazine Z 4,000

Duplication of Magazine Z : with Magazine X 2,000,with Magazine Y 6,000

Insertions: Magazine X = 4 Magazine Y = 6 Magazine Z = 8

OR

Q2 B Answer the following

1 Do you agree - Digital media has brought a revolution in Media Buying and Planning.

Justify your answer. (8M)

2. What are the factors to be considered for the choice of Newspapers (7M)

Q.3

A Answer the following

15

1.Enumerate in details the advantages and disadvantages of digital medium in India. (7M)

2.Identify the most effective cross media that you would suggest as a media planner for a new chat show on Star Plus. (8M)

OR

Q3 B Answer the following

1.Explain 3 media scheduling strategies (7 M)

2. What is Mobile advertising? Explain. (8 M)

Q.4	Write short note on following (Any 3) 1.CPT 2. Message weight 3.POP advertising 4. Disadvantages of Radio Advertising 5. NCCS	15
-----	---	----



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)

Examination: End Semester Examination October 2022 (UG Programmes)

Programme code: 08

Programme: BA MCJ(H)

Class: TY

Semester: V

**Name of the Constituent College: S K SOMAIYA
COLLEGE**

**Name of the Department MASS
COMMUNICATON**

Course Code: 131U08C502

Name of the Course: PHOTOJOURNALISM

Duration : 2 Hrs.

Maximum Marks : 60

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

Question No.		Max. Marks
Q.1	Define photojournalism? Explain in detail 4 types of photojournalism.	15
Q.2	A) Describe Exposure Triangle? Explain in detail with diagram B) Explain in detail Photojournalism Code of Ethics & role of NPPA. OR C) List the qualities essential for becoming a photojournalist? D) Establish a relationship between Shutter Speed & Motion blur.	8 7 8 7
Q.3	A) State the importance of photo composition in photojournalism. Explain in detail any three rules of composition (Draw rough diagrams) B) Define Depth of Field? Explain in detail factors which affect DOF. OR C) Manipulating context of photographs is not an ethical violation. Justify your stand with example. D) "Photographers and Photographs can be Protected in India". Explain the statement.	8 7 8 7
Q.4	Write Short Notes on (Any 3) 1) Base ISO 2) RAW file format 3) Danish Siddiqui 4) Adobe Photoshop 5) Pin-hole camera	15



Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 08	Class: TY	Semester: V
Programme: BA MCJ(H)		
Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department MASS COMMUNICATION.	
Course Code: 131U08C502	Name of the Course: PROFESSIONAL ETHICS	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q 1 is compulsory. 2) Each question carries 15 marks.		

Q 1	<p>After a year of intense training at LBSNAA , Anil has come to Mukherjee Nagar to meet his close friend Parul who is preparing for civil services. Anil is wearing squeaky clean white shirt and a costly pant and shoes. Instead of going to a posh hotel, out of nostalgia, Anil visits a roadside tea shop to have a cup of tea with his friend who is comfortable with it. A 10 year old boy, who was cleaning dishes until their arrival, brings both of them two glasses of tea on his maser's order. Anil who is on a phone call, unaware of boy standing behind him, accidentally touches the plate carrying tea glasses. Hot tea spills all over his shirt and glasses are broken into pieces on the ground. The owner of the shop, seeing this, beats the boy to a pulp.</p> <p>What would be your reaction as a human being and as a would-be IAS officer if you were in Anil's place?</p>	15 marks
Q 2 A	Explain the following types of Ethics. Also elucidate who will be using these type of ethics-	15 marks
Q 2 B	<p>a) Bio ethics. b) Utilitarian ethics. c) Virtue ethics</p> <p>OR</p> <p>Explain in brief the 4 set of goals that are included to understand ethical theory.</p>	
Q 3 A	Explain the following principles of Code of Ethics-	15 marks
Q 3 B	<p>For Advertising</p> <p>Comparison</p> <p>Bait advertising</p> <p>Price claims</p> <p>Taste and decency</p> <p>For Journalism</p> <p>Conflict of interest</p> <p>Advertisers</p> <p>Conduct</p> <p>Plagiarism</p> <p>Sting operation</p> <p>OR</p> <p>Explain with examples the 4 steps required in building an integrity based ethics program.</p>	
Q 4	<p>Answer in short-any 3 out of 5</p> <p>a) Treat others the way you wanted yourself to be treated.</p>	15 marks
	<p>b) Don't take what doesn't belong to you.</p> <p>c) Speak the truth/ do not lie.</p> <p>d) Don't spend what you don't have</p> <p>e) Keep your word.</p>	



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester ExaminationOctober 2022 (UG Programmes)		
Programme code:08	Class: TY	Semester: V
Programme: BAMCJ(Honours)		
Name of the Constituent College: S K Somaiya College, Somaiya Vidyavihar University	Name of the Department BAMCJ(Honours)	
Course Code: 131U08V503	Name of the Course: BAMCJ (Honours) Brand Managemen	
Duration : 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Q.1 is a compulsory question. 2)Give examples wherever necessary 3) Draw a diagram wherever necessary.		

Question No.		Max. Marks
Q.1	<p>The BOAT is an Indian company that deals with audio tech that mainly focuses on products like wireless speakers, earbuds, smartwatches, headsets, and earphones. All of them are quite accessible in terms of price. The BOAT was founded in the year 2016 by Aman Gupta and Sameer Mehta. The main aim of the company is to provide people with fashionable tech and be a part of their daily lifestyles. Currently, Vivek Gambhir is the CEO of the company.</p> <p>As per the reports of 2020, BOAT is said to be selling 14,000 to 15,000 of its products daily and has over 2 million customers and has been able to attract the attention of their customers by developing a wide range of earphones, wireless speakers, Airdopes and headphones. The quality and the price make it more approachable to its target audience.</p> <ul style="list-style-type: none">From the beginning BOAT was focused on the youth who are into fitness, they made all the products by keeping their target audience in mind.Plus, with various advertisements, they tried to capture the attention of their target audience.The best factor and one of the reasons that the brand boAt became such a success was its pricing strategy. Neither it is extremely overpriced nor it is unimaginably cheap, it is just in between. The target audience of boAt is mainly youth so they find it perfect to invest in.Apart from that, even being affordable, boAt has taken special care of the quality of its products; it hasn't compromised with it even a bit. The current revenue of boAt as per the 2021 financial year is Rs 1,511.7 crore. <p>A) Create a Brand leveraging strategy and segmentation, targeting and positioning strategy for the Boat company, with a suitable diagram and explanation.</p> <p>B) Create four cornerstones for Boat: who am I? why do I exist? For whom do I exist? Why will they choose me?</p>	15

Q.2 A.	Define Brand. Explain A Brand is more than a Product with a suitable example and explain the BCG matrix with an example and diagram. <u>OR</u>	15
Q.2 B	Monster the makers of the 'energy drink' want to launch a vitamin-packed 'nutritive drink' for 'sports person'. As a Brand manager suggest types of branding strategies with suitable examples and explain the Product hierarchy level.	
Q.3 A.	How is a House of Brands different from an Endorsed Brand, explain with a suitable example and diagram and suggest a suitable branding extension strategy to your example for a House of brands and endorsed Brand. <u>OR</u>	15
Q.3 B	Peter England a formal apparel brand is facing severe competition in the market due to excessive competition. As a brand manager create a new brand personality using the Big five scale and suggest some brand leveraging strategy.	
Q.4 A B C D E	Answer Any three Short notes Perceptual Mapping with example. Brand Character with example Aaker Model with example Source Branding Advantages and Disadvantages of Branding	15



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 08	Class: TY	Semester: V
Programme: BMCJ (Hon.)		
Name of the Constituent College: SK SOMAIYA COLLEGE, SVU	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08V505	Name of the Course: DATA JOURNALISM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1	Define data journalism and explain the significance of digital data in the twenty-first century	15
Q.2	What are the different stages in developing in Data-driven story	15
	OR	
Q3	Explain the 'Afghan war leaks' story from a data Journalism Perspective	15
Q.4	Explain the anatomy of a data story using suitable examples.	15
	OR	
Q.5	a) What different news sources are there for data journalists?	7
	b) What different types of data formats do data journalists use?	8
Q6	Describe the many graph visualisation functions at your disposal, along with the ideal graph type for each function.	15
	Or	
Q7	"The main goal of any graph or visualization is to be a tool for your eyes and brain to perceive what lies beyond their natural reach". Explain the quoted statement with suitable examples.	15



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: BAMCJ (Hons) Core Subject Programme: TYBAMCJ (Honours)	Class- TYBAMCJ	Semester: V
Name of the Constituent College: S K Somaiya College (SKSC)	Name of the Department: Department of Mass Communication	
Course Name: Digital Media	Name of the Course: Course Code: 131U08C501	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) All Questions are Compulsory		

Question No.		Max. Marks
Q.1	<p>Case Study</p> <p>Boat Airdopes is coming up with a new Masaba edition where Music meets Fashion and adds a whole new level of chic to your style. 20 hours of non-stop playback lets you blend in freely and walk the streets boldly. That's not all! With 500mAh battery and IPX7, fear no distance, sweat or splash while you jazz up your morning run or evening game session. The Airdopes come with a classy carrying case that's no less than a statement in itself as you take it along wherever you go. Also integrating the theme of fashion from the web series "Masaba Masaba"</p> <p>a) As a digital marketer explain what the key advertising objectives are to promote this campaign.</p> <p>b) How would you use instagram as a platform to promote the campaign? Also suggest the hashtag.</p> <p>c) Which social media influencer use would hire for the marketing of this campaign?</p>	15
Q.2	<p>a) What is big data, and where does it come from? How does it work?</p> <p>b) What does it mean to be digitally literate in the media age?</p> <p style="text-align: center;">OR</p> <p>a) How is an influencer different from a brand ambassador?</p> <p>b) What is site infrastructure? Explain mapping, construction and execution.</p>	7 8 7 8
Q.3	<p>a) What is Artificial Intelligence? Risks and benefits of artificial intelligence.</p> <p style="text-align: center;">OR</p> <p>b) Explain cybercrime – types of online fraud and preventive measures.</p>	15
Q.4	<p>Write short notes on any three of the following:</p> <p>a) Advantages and disadvantages of traditional media.</p> <p>b) Cybercrime.</p> <p>c) SEO.</p> <p>d) Pros and cons of e-commerce.</p> <p>e) Social media marketing.</p>	15



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 08 Programme: BAMCJ (H)	Class: TY (AD)	Semester: V
Name of the Constituent College: SK Somaiya Vidyavihar	Name of the Department: Mass Communication	
Course Code: 131U08V502	Name of the Course: Consumer Behaviour	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Q1 is compulsory and figures in the right hand indicate maximum marks for the question.		

Question No.		Max. Marks
Q.1	<p>Read the following case study and answer the following questions</p> <p>Family Influences</p> <p>A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group was content with semi-automatic machines. Manual hand operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and purchase the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the housewives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.</p> <p>Answer the following:</p> <ol style="list-style-type: none">1) What should be the role of the marketer in the above case regarding advertisement, promotion, persuasion, and closing the sales?2) Who others could influence the purchase decisions in a family, in relevance with the above case?3) Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate	15

Q.2	<p>Answer <u>any one</u> of the following</p> <p>Q2 A. What are the basic components of consumer behaviour? As a marketer, how do you think that you can apply what you study in Consumer Behavior?</p> <p>OR</p> <p>Q2 B. Who is a Consumer? Mention different types of Consumers. List out the individual determinants and environmental influences that affect consumer behaviour?</p>	15
Q.3	<p>Answer <u>any one</u> of the following</p> <p>Q3 A. What are the various levels at which segmentation can take place. On what criteria would you evaluate the Viability of the Segment.</p> <p>OR</p> <p>Q3 B. Define: a) Emotions and b) Moods</p>	15
Q4.	<p>Answer <u>any one</u> of the following</p> <p>Q4 A. Explain the context of consumer behaviour, through Maslow's Hierarchy, Mc Clelland's Needs Theory and Prof. Jagdish Sheth's Consumer Motives</p> <p style="text-align: center;">OR</p> <p>Q4 B. I. Distinguish between a Need and a Want.</p> <p>II. Explain how do emotions and moods impact Consumer Behavior?</p> <p>III. What do you mean by a consumer group? Discuss the various types of consumer groups?</p>	<p>15</p> <p>OR</p> <p>5</p> <p>5</p> <p>5</p>



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 08 Programme: BA MCJ(H)	Class: TY	Semester: V
Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department MASS COMMUNICATON	
Course Code: 131U08C502	Name of the Course: PHOTOJOURNALISM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1	Explain visual storytelling photography? Discuss relevance of photography as a communication tool	15
Q.2	A) Explain in detail Photojournalism Code of Ethics & role of NPPA.	8
	B) Describe in detail. "Good photographs add life to the page of a newspaper".	7
	OR	
	C) Photo Captions Are Important. Share your views	8
Q.3	D) Establish a relationship between Shutter Speed & Motion blur.	7
	A) State the importance of photo composition in photojournalism. Explain in detail any three rules of composition (Draw rough diagrams)	8
	B) Define Depth of Field? Explain in detail factors which affect DOF.	7
	OR	
Q.4	C) "Photographers and Photographs can be Protected in India". Explain the statement.	8
	D) Differentiate between Spot news photography & feature photography	7
	Write Short Notes on (Any 3)	15
	1) Base ISO	
	2) Danish Siddiqui	
	3) TIFF file format	
	4) Pin-hole camera	
	5) Adobe Photoshop	

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 08	Class: TY	Semester: V
Programme: BA MCJ(H)		
Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department MASS COMMUNICATION	
Course Code: 131U08C502	Name of the Course: PROFESSIONAL ETHICS	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q 1 is compulsory. 2) Each question carries 15 marks.		

Q 1	After a year of intense training at LBSNAA , Anil has come to Mukherjee Nagar to meet his close friend Parul who is preparing for civil services. Anil is wearing squeaky clean white shirt and a costly pant and shoes. Instead of going to a posh hotel, out of nostalgia, Anil visits a roadside tea shop to have a cup of tea with his friend who is comfortable with it. A 10 year old boy, who was cleaning dishes until their arrival, brings both of them two glasses of tea on his maser's order. Anil who is on a phone call, unaware of boy standing behind him, accidentally touches the plate carrying tea glasses. Hot tea spills all over his shirt and glasses are broken into pieces on the ground. The owner of the shop, seeing this, beats the boy to a pulp. What would be your reaction as a human being and as a would-be IAS officer if you were in Anil's place?	15 marks
Q 2 A	"Understanding self serving bias is very important in professional situations". Explain this statement with 2 examples.	15 marks
Q 2 B	OR Explain in brief the 4 set of goals that are included to understand ethical theory.	
Q 3 A	Explain Code of Ethics for Advertising professionals/ Journalism professionals.	15 marks
Q 3 B	OR Critically examine the basic principles of Morality with 2 suitable examples.	
Q 4	Answer in short-any 3 out of 5 a) Treat others the way you wanted yourself to be treated. b) Don't take what doesn't belong to you. c) Speak the truth/ do not lie. d) Don't spend what you don't have e) Keep your word.	15 marks



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)

Examination: End Semester Examination October 2022 (UG Programmes)

Programme code:08

Programme: BAMCJ(Honours)

Class: TY

Semester: V

Name of the Constituent College:

S K Somaiya College, Somaiya Vidyavihar University

Name of the Department

BAMCJ(Honours)

Course Code: 131U08V503

Name of the Course: BAMCJ(Honours)

Duration: 2 Hrs.

Maximum Marks: 60

Instructions: 1) Q.1 is a compulsory question. 2) Give examples wherever necessary 3) Draw a diagram wherever necessary.

Question No.		Ma Mar s													
Q.1	<div>CASE STUDY:</div> <div><table><tr><th colspan="2">JAGUAR (LAND – ROVER)</th><th colspan="2">RELATIVE MARKET SHARE (CASH GENERATION)</th></tr><tr><th rowspan="3">MAKET GROWTH (CASH USAGE)</th><th rowspan="2">HIGH</th><th>HIGH</th><th>LOW</th></tr><tr><td>STARS: Jaguar X series: XK,XJ, XF, X-type,F-Pace type,E-pace ,I-pace</td><td>Dilemmas- QUESTION MARK Jaguar SVP MODELS, Gran turismo</td></tr><tr><th>LOW</th><td>CASH COW SUV category- Range Rover Velar, Land Rover Discovery, Range Rover Evoque HCV: Range Rover Defender, Range Rover Vogue</td><td>Deadweight- DOGS No Deadweight, but declining sales can occur because of political instability, inflation etc.</td></tr></table></div>	JAGUAR (LAND – ROVER)		RELATIVE MARKET SHARE (CASH GENERATION)		MAKET GROWTH (CASH USAGE)	HIGH	HIGH	LOW	STARS: Jaguar X series: XK,XJ, XF, X-type,F-Pace type,E-pace ,I-pace	Dilemmas- QUESTION MARK Jaguar SVP MODELS, Gran turismo	LOW	CASH COW SUV category- Range Rover Velar, Land Rover Discovery, Range Rover Evoque HCV: Range Rover Defender, Range Rover Vogue	Deadweight- DOGS No Deadweight, but declining sales can occur because of political instability, inflation etc.	15
JAGUAR (LAND – ROVER)		RELATIVE MARKET SHARE (CASH GENERATION)													
MAKET GROWTH (CASH USAGE)	HIGH	HIGH	LOW												
		STARS: Jaguar X series: XK,XJ, XF, X-type,F-Pace type,E-pace ,I-pace	Dilemmas- QUESTION MARK Jaguar SVP MODELS, Gran turismo												
	LOW	CASH COW SUV category- Range Rover Velar, Land Rover Discovery, Range Rover Evoque HCV: Range Rover Defender, Range Rover Vogue	Deadweight- DOGS No Deadweight, but declining sales can occur because of political instability, inflation etc.												

Jaguar Land Rover

Jaguar is a brand of luxurious vehicles of “Jaguar Land Rover”. It is a British car manufacturing multinational company, with its headquarters in Coventry, England. It is owned by Tata Motors- an Indian Company. Jaguar is responsible for the manufacturing of cars till the phase when operations are merged completely with Land Rover for forming Jaguar Land Rover. Jaguar Land Rover is a multinational firm specialising in the production, assembly, and marketing of luxury cars. It sells both B to B and B to C. Its clientele is thus made up of executives, businessmen, professionals, etc. The strategic diagnosis of JLR's portfolio of activities, according to the BCG matrix, took into account this diversity of customers, their lifestyle, their interests, their purchasing behaviour, and their psychographic factors.

Selective targeting strategies are used for attracting potential consumers and different promotional techniques are applied. It basically targets young buyers who are passionate about cars and driving (Jaguar, 2018). Jaguar worked hard to increase its product portfolio, by bringing more unique and innovative designs for its customers to retain its market position.

A) Jaguar Land Rover invests heavily in the research and development of cash cow products.

	<p>Suggest some measures or strategies to sustain these products falling into Dilemmas Category.</p> <p>B) Using the case study, Justify your views on the whole BCG matrix of Jaguar Land Rover with the above Diagram.</p>	
Q.2A.	<p>Explain Firms Perceptual or positioning maps to help create the marketing positioning strategy, and review the Perceptual mapping with the help of the soft drink market and give a suitable diagram to it.</p> <p style="text-align: center;">Or</p>	15
Q.2 B.	<p>Ponds when an existing brand name is used to launch a new brand in a different category, suggest 10 types of brand extension to Ponds with diagrams and examples.</p>	
Q.3 A	<p>Elaborate on what is Brand Management. Explain the difference between the Brand V/s Product. Justify the Product mix and Product Hierarchy of Amul with a suitable diagram and justification.</p> <p style="text-align: center;">Or</p>	15
Q.3 B	<p>Explain the Aaker brand equity model with 5 dimensions and explain Co-branding and its types.</p>	
Q.4	Answer Any Three short notes:	15
A.	Brand Elements	
B.	Difference between shopping goods and unsought goods.	
C.	Explain Product levels -core, basic, expected, augmented, and potential with examples. Positioning by usage occasion and time with example.	
D.	Silver Bullets.	
E.	Ingredient Co-Branding	