



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

### QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	131U08C201 – Introduction to Electronic Media (A)	
2.	131U08C201 – Introduction to Electronic Media (B)	
3.	131U08K202 – Introduction to Advertising & Marketing (A)	
4.	AECC – Theatre & Folk Media (A)	
5.	AECC – Theater & Folk Media (B)	
6.	AECC- Theater & Folk media (C)	
7.	131U08K202- Theatre & Folk media (D)	

7. 131U08K202- Introduction to Advertising and Marketing (B)



LIBRARY



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VIDYAVIHAR UNIVERSITY

Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 08	Class: FY	Semester: II
Programme: BAMCT		
Name of the Constituent College: S K Somaiya College	Name of the Department Mass Communication	
Course Code: 131U08C201	Name of the Course: Introduction to Electronic Media	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Q 1 is compulsory. Each question carries 15 marks.		

Question No.		Max. Marks	Co Attainment
Q.1	"TV viewing is one of the most influential forms of information distribution and behavioral modification in that people tend to believe what they hear and see from TV". Justify this statement with suitable examples.	15 marks	CO 6
Q.2	A. Compare Documentary cinema with Parallel cinema using 2 suitable cinema examples of each. OR B. Compare Mainstream commercial cinema with Parallel cinema. Give 3 suitable examples of each.	15 marks	CO 1 CO 1
Q.3	A. "Binge watching of OTT platforms during pandemic has increased the viewer's tolerance of violence and abusive language usage on the same. Justify the statement with 3 suitable examples. OR B. Explain the significant role of Censorship with suitable examples.	15 marks	CO 5 CO 5
Q.4	Answer any 3 out of 5 i) Present status of Radio. ii) Regional cinema. iii) Silent Era. iv) Negative impact v) Role of Music and melody in the present cinema.	3* 5m= 15 marks.	CO 3 CO 4 CO 5 CO 2 CO 6





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Programme code: 08	Class: FY	Semester: II
Programme: BAMCJ		
Name of the Constituent College: S K Somaiya College		Name of the Department Mass Communication
Course Code: 131U08C201	Name of the Course: Introduction to Electronic Media	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Q 1 is compulsory. Each question carries 15 marks.		

Question No. .		Max. Marks	Co Attainment
Q.1	“Often electronic media coverage shapes the perception of people around the globe”. Explain this statement with reference to TV as an electronic media. Give suitable examples.	15 marks	CO 6
Q.2	A. Compare Documentary cinema with Mainstream cinema. Using 2 suitable cinema examples of each to compare. OR B. Compare Mainstream commercial cinema with Parallel cinema. Give 3 suitable examples of each to compare.	15 marks	CO 3 CO 3
Q.3	A Explain the negative impact of electronic media with 2 suitable examples. OR B. Explain the significant role of Censorship with suitable examples.	15 marks	CO 2 CO 2
Q.4	Answer any 3 out of 5 i) Present status of Radio. ii) Regional cinema. iii) Silent Era. iv) OTT Platforms. v) Role of Music and melody in the present cinema.	3* 5m= 15 marks.	CO 3 CO 4 CO 4 CO 5 CO 1



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Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 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 3)		

Question No.		Max. Marks	Co Attainment
Q.1.	Define advertising campaign. Make an Advertising campaign on Road Safety..	15	CO 2
Q.2a)	Explain Product Life Cycle and marketing Environment	15	CO 4
	OR		
Q.2b)	What is the social and cultural impact on Advertising?	15	CO 1
Q.3a)	Explain USP and AIDA	15	CO 1
	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) Publicity b) controversial advertising c) Consumer Behaviour d) Branding e) AIDA	15	CO 3 CO 1 CO 4 CO 4 CO 1





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Semester (January 2023 to April 2023)			
Examination: End Semester Examination March/April 2023 (UG/PG Programmes)			
Programme code: 8		Class: FY	Semester: II
Programme: BAMCJ			
Name of the Constituent College: S.K. SOMAIYA COLLEGE		Name of the Department : MASS MEDIA COMMUNICATION AND JOURNALISM	
Course Code: AECC	Name of the Course: Theatre and Folk Media		
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	Explain the Structure of a Play, with reference to the book Anatomy of Drama.	15	Unit I, II,
Q.2	Answer Any 1 of the following	15	
A	Provide a brief understanding of the essay 'The use of truth on the Didactic Stage by Erin Weaver'		Unit II
B	Give your commentary on the play 'Silence! The Court is in Session' by Vijay Tendulkar.		Unit II
Q.3	Answer Any 1 of the following	15	
A	a) Discuss the mythical elements in Girish Karnad's 'Hayavadana' b) If you are the director of the play Hayavadana, what creative liberties and changes would you like to take while staging the play and why?		Unit III, IV
B	a) Bring out the differences between Classical Sanskrit Theatre and Modern Theatre. b) Locate the diverse plays written in Classical Sanskrit Literature and write in short about each of them		Unit I, II, III
Q.4	Write Short Notes on Any 3 of the following	15	
	a) Denouement b) Mālavikāgnimitram c) Theeyam d) Origin of Puppetry in Rajasthan e) Rasa		Unit I to V



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Examination: End Semester Examination March/April 2023 (UG/PG Programmes)		
Programme code: 8 Programme: BAMCJ	Class: FY	Semester: II
Name of the Constituent College: S.K. SOMAIYA COLLEGE	Name of the Department : MASS MEDIA COMMUNICATION AND JOURNALISM	
Course Code: AECC	Name of the Course: Theatre and Folk Media	
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	What is drama? How does Martin Esslin attempt to define it in his essay?	15	Unit I, II,
Q.2	Answer Any 1 of the following	15	
A	Discuss the play Nagmandala from feminist lenses and if you look from feminist perspective, which of the three endings would you choose and why?		Unit II
B	Provide a brief history of Theatre making in India spanning across all the three kinds of theatre periods/era.		Unit I
Q.3	Answer Any 1 of the following	15	
A	Explain any two Folk Theatre forms of India in detail.		Unit III, IV
B	Discuss Natyashastra with reference to 'rasanubhuti' as an aesthetic experience.		Unit I
Q.4	Write Short Notes on Any 3 of the following	15	
	a) Absurd Theatre b) Devised Theatre c) Denouement d) Leela Benare's character sketch e) Types of Stage/Performance Spaces		Unit I to V





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Programme code: 8 Programme: BAMCJ	Class: FY	Semester: II
Name of the Constituent College: S.K. SOMAIYA COLLEGE	Name of the Department : MASS MEDIA COMMUNICATION AND JOURNALISM	
Course Code: AECC	Name of the Course: Theatre and Folk Media	
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	Discuss how the process of play making is a ritual.	15	Unit I, II, V
Q.2	Answer Any 1 of the following	15	
A	Describe the steps of Writing a play in detail		Unit II
B	Discuss Puppetry as a folk-art form of Rajasthan with respect to its construction, materials used, performances, techniques of manipulation and legends narrated.		Unit IV
Q.3	Answer Any 1 of the following	15	
A	Explain any two Folk Theatre forms of India in detail.		Unit III, IV
B	Discuss Samuel Becketts world of theatre and what makes him a playwright of the theatre of the absurd. Use references from his plays to support your answer.		Unit I, II
Q.4	Write Short Notes on Any 3 of the following	15	
	a) Theyyam b) Tiatr c) Oedipus Rex d) Naman e) Maids by Genet		Unit I to V



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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	CO1
Q.3 a)	Describe Product Life Cycle? Discuss Marketing Environment  OR	15	CO 3
Q.3 b)	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