



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH:</b> Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (Hons) UG	<b>SEM:</b> I
	<b>NOV-2023</b>

Sr. No.	Subject	Available
1.	131U28C101 – Introduction to Media Communication	
2.	131U28C101 – Fundamentals of Mass Communication (A)	
3.	131U08C102 – Contemporary Issues (A)	
4.	131U08K102 – Language Skills for Media (A)	
5.	Visual Communication	
6.	131U28C101 – Fundamentals of mass communication (B)	
7.	131U08C102 – Contemporary issues (B)	

8. 131U08K102 – Language skills for media (B)



**LIBRARY**



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<b>Semester (August 2023 to Nov2023)</b>		
<b>Examination: ATKT Examination Nov 2023 (UG Programmes)</b>		
<b>Programme code:8</b> <b>Programme: BA MCJ (Hons)</b>	<b>Class: FY</b>	<b>Semester: I</b>
<b>Name of the Constituent College: S K Somaiya</b>	<b>Name of the Department : Mass Communication</b>	
<b>Course Code: 131U28C101</b>	<b>Name of the Course: Introduction to Media Communication</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks: 60</b>	
<b>Instructions: 1)All questions are compulsory</b>		

Question No.		Max. Marks
Q.1	Define Communication & its importance Explain the process of Mass communication with the help of a model.	15
Q.2	Explain any two theories of Mass communication with suitable examples. <b>OR</b> What are the different types and forms of communication.	15
Q.3	Distinguish between Verbal & Nonverbal Communication. <b>OR</b> Discuss the characteristics, advantages & disadvantages of NewMedia/ Didita	15
Q.4	Write Short notes on (Any Three) a) Feedback b) Role of media in democracy c) Encoding and Decoding d) Effect of media on children e) Social media	15





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**Semester (August 2023 to Nov 2023)**

**Examination: End Semester Examination Aug/Nov 2023 (UG Programmes)**

**Programme code: 08**

**Programme: FYBA MCJ (Hons)**

**Class: FY**

**Semester: 1**

**Name of the Constituent College:**

**Name of the Department** Mass  
Communication

**Course Code:**

**131U28C101**

**Name of the Course: Fundamentals of Mass  
Communication**

**Duration : 2 Hrs.**

**Maximum Marks : 60**

**Instructions: All questions are compulsory**

Question No.		Max. Marks	Co Attainment
Q.1	. Effective communication will directly affect the productivity of an organization ? Comment.	15	1
Q.2	A. Elaborate any two theories of Mass communication. Apply these theories in today's world with suitable examples. <b>OR</b> B. Give an overview of Media evolution. Elaborate on Folk media.	15	2
Q.3	A. Distinguish between Verbal & Nonverbal Communication. <b>OR</b> Elucidate the characteristics, advantages & disadvantages of NewMedia.	15	3
Q.4	Write Short notes on (Any Three) a) Social media influencer b) Role of media in democracy c) Intrapersonal communication d) Effect of media on children e) Shannon & Weaver Model	15	1,2,3,4



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Semester (August 2023 to November 2023)		
Examination: End Semester Examination November 2023 (UG Programmes)		
Programme code:08 Programme: BA MCJ(H)	Class: FY	Semester: I
Name of the Constituent College: SK SOMAIYA COLLEGE	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08C102	Name of the Course: CONTEMPORARY ISSUES	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	Co attainment
Q.1	Write a short story of 500 words in inverted pyramid style on the title "Social media usage among various generations" with relevant examples	15	CO3
Q.2	A) Do you agree that media credibility is lost in today's digital age? Justify your answer with relevant examples.  OR  B) "ICT revolution has created media convergence in the 21st century". Justify the statement with advantages and disadvantages of ICT revolution with relevant illustrations.	15	CO2
Q.3	A) Elaborate how mass media has portrayed the LGBTQ+ issues in last few years.  OR  B) "Cinema is mirror of Society" elaborates this statement in special reference to portrayal of terrorism in Indian cinema year 2020 onwards.	15	CO1
Q.4	Write short notes on any three of the following. a) contempt of court b) diffusion of innovation theory c) hot and cold media d) digital content e) Chipko Movement	5x3=15	CO5 CO4 CO1





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**Semester I (August 2023 to November 2023)**

**Examination: End Semester Examination November/December 2023 (UG Programmes)**

Programme code: 08 Programme: BA MCJ(H)		Class: FY	Semester: I
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department MASS COMMUNICATION	
Course Code: 131U08K102	Name of the Course: Language Skills for Media		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: Answer all questions. All questions carry 15 marks each.			

<b>Question No.</b>	<b>Answer all questions. All questions carry 15 marks each.</b>	<b>Max. Marks</b>	<b>Co Attainment</b>
Q.1	“World peace is the need of the hour”. Develop an Essay to justify the statement.	15 marks	CO 3
Q.2	A) Explain the importance of Communication and the types of Communication with relevant examples.  OR  B) Your friend who is a sports personality received a gold medal in the recent championship tournament. You met him/her as a journalist to get an interview. Write a formal interview session in 200 to 250 words.	15 marks	CO 1  CO 2
Q.3	A) Correct the grammar and tense in the following paragraph and rewrite-  Prasad (become) a teacher because he (understand) science and wanted to share it with others. As he (teach), he (find) that he (be) learning as much from his students about life as he (be) teaching them about science. He (write) to his mother, “I (begin) as an expert, and (think) I (know) a lot, but now I just want to learn more.” Prasad (has) a hobby. He liked to box. He (fight) with other amateur (non-professional) boxers, and he often (win.) He stopped boxing after another boxer hit him near the eye and (cut) his face badly. His trainer (hold) a clean cloth next to his face to stop the bleeding. But after that he (find) a new hobby!  OR  B) Enumerate the importance of making an effective Presentation. What are the steps taken to make an effective Presentation.	15 marks	CO 3  CO 4

Q.4	Answer any 3 out of 5 a) Write 5 sentences of homophones. b) Explain the importance of colors in a Presentation with relevant examples. c) Importance of Oral Communication. d) The Art of Listening. e) Write 5 Active voice sentences and change them to Passive voice.	3* 5- 15 marks	CO 4 CO 3 CO 1 CO1  CO 20





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Semester (August 2022 to December 2022)		
Examination: ATKT Examination Nov. 2023 (UG Programmes)		
Programme code: Programme: BA (hons) MCJ	Class: FY	Semester: I
Name of the Constituent College: S.K. Somaiya College	Name of the Department: Mass Communication Department	
Course Code:	Name of the Course: Visual Communication	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Question 1 is compulsory 2) Please give suitable examples wherever necessary		

Question No.		Max. Marks
Q.1	<p>Today, our communication system has been shifted from text to visual expressions. It is using different types of visual creation rather than only simple text. Gif, Avatars, smileys etc. are one of prominent expressions. This has changed the communication pattern and its meaning. Based on this answer the following questions:</p> <p>A) "Use of visual expressions made it easier to communicate with others" do you agree? Justify with examples.</p> <p>B) How far avatars, gif, smileys etc. are capable to explain or make someone understand the meaning of expressions or communication done by another person?</p> <p>C) Do you fill that any visual expression which is replacing the text contains linear or straight meaning? Justify</p>	15
Q.2	<p>Compare the concept of 'signs' according to Charles Sanders Pierce and Ferdinand Saussure.</p> <p>OR</p> <p>Write a note on theories of visual communication.</p>	15
Q.3	<p>Explain how visual communication is used to describe various components like emotions, identity or visual concepts.</p> <p>OR</p> <p>Discuss the concept of Idols and Iconoclasm. Give examples from your everyday use of mass media</p>	15
Q.4	<p>Write short notes on any three of the following:</p> <ol style="list-style-type: none"><li>Ethos, Pathos and Logos</li><li>The 1960s era and its impact on mass media</li><li>Myth of Mediated Centre</li><li>Symbolic Signs</li><li>Metonymic code</li></ol>	15



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Semester (August 2023 to Nov 2023)			
Examination: End Semester Examination Aug/Nov 2023 (UG Programmes)			
Programme code: 08		Class: FY	Semester: I
Programme: FY BAMCJ (Hons)			
Name of the Constituent College: SK Somaiya		Name of the Department Mass Communication	
Course Code: 131U28C101	Name of the Course: Fundamentals of Mass Communication		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: All questions are compulsory			

Question No.		Max. Marks	Co Attainment
Q.1	Give an overview of Mass Communication. What are the different elements of communication ? Support your answer with appropriate examples.	15	1
Q.2	A. Elaborate on Intrapersonal, Interpersonal, Group and Mass Communication. Give examples OR B. Illustrate any 3 models of Mass Communication.	15	2
Q.3	A. Critically analyze Agenda setting theory and Gate keeping theory. Apply these theories in any ongoing issues. OR B. Do you agree that the media has a negative effect in terms of violence on children? Comment	15	3
Q.4	Write short notes (Any three)	15	
	a) social media influencer b) Lasswell formula c) blogs d) vlogs e) spiral of silence		1,2,3,4





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Semester (August 2023 to November 2023)		
Examination: End Semester Examination November 2023 (UG Programmes)		
Programme code:08 Programme: BA MCJ(H)	Class: FY	Semester: I
Name of the Constituent College: SK SOMAIYA COLLEGE	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08C102	Name of the Course: CONTEMPORARY ISSUES	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO attainment
Q.1	Write a news story in inverted pyramid format on any social issue you are aware of in your daily life (word limit:500 words)	15	C02
Q.2	A) Elucidate the digital age information flow with relevant examples.  OR  B) “The evolving global media has changed the nature and style of the Indian audience”. State relevant examples to support your answer.	15	CO3
Q.3	A) Illustrate the role of social media in environmental movements with special reference to the Metro car shade issue.  OR  B) Write a detailed note on Mumbai Mill Workers strike & its impact on post liberalized Mumbai.	15	C02
Q.4	Write short notes on any three of the following. a) media trial b) misinformation c) e-waste d) Globalization e) Raja Ram Mohan Roy	5x3=15	C04, CO5, CO1



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**Semester 1 (August 2023 to November 2023)**

**Examination: End Semester Examination November/December 2023 (UG Programmes)**

Programme code: 08 Programme: FY BA MCJ(H)		Class: FY	Semester: I
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department MASS COMMUNICATION	
Course Code: 131U08K102	Name of the Course: LANGUAGE SKILLS FOR MEDIA		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: Answer all questions. All questions carry 15 marks each.			

Question No.		Max. Marks	Co Attainment
Q.1	Your classmates wish to have a late evening party at your friend's place. Write a conversation in a dialogue manner trying to convince your parents to allow you for the party. Use correct punctuation and appropriate vocabulary suitable for the situation.	15 marks	CO 1
Q.2	<p>A) Choose the appropriate words given below to fill in the blanks.</p> <p><b>become, been, been, been surviving, been working, caused, come, had, preserved returned, used .</b></p> <p>Potatoes <i>have</i> _____ many other major advantages over grain crops. They are easier to grow and prepare. They provide more food value-- a higher percentage of calories-- from a small amount of land than any other major food crop.</p> <p>By the mid-1800s, historians believe potatoes <i>had</i> _____ or contributed to a large increase in European population, as they prevented famine and allowed more people to survive on less land.</p> <p>They <i>had</i> _____ a staple in the diet of Irish and eastern European peasants. In fact, due to changes in land policy, by the 1840s many Irish peasants <i>had</i> _____ on just potatoes and milk.</p> <p>Then tragedy struck. Starting in 1845, potato blight (a kind of fungus) destroyed a large percentage of the potato crop in Ireland and elsewhere. The socio-political situation was worse in Ireland. Many people there had no access to other foods or resources. Thousands died, and many more had to leave Ireland with nothing.</p> <p>There <i>had</i> _____ Irish in the U.S. since the colonial period.</p>	15 marks	CO 4



	<p>Still, most Irish-Americans today can trace their families' roots back to that mass immigration caused by the potato famine.</p> <p>Over the years since the mid-19th century, scientists have _____ to the Andes to find and develop more blight-resistant varieties of potatoes. The native Andean populations <b>have</b> always _____ many varieties of potato. Each has different characteristics including its climate tolerance and disease resistance.</p> <p>The potato disaster in Ireland and Europe was far worse because the whole potato crop <b>had</b> _____ from those few potatoes brought to Europe so long ago. The Irish and European peasants had no access to the blight-resistant varieties growing in South America.</p> <p>Many more varieties are available now, and potatoes are a major crop in much of the world. In fact, a survey of current use shows that the greatest potato production is now in China, followed by India.</p> <p>OR</p> <p>B) Explain with examples the different types/styles used while writing or Media.</p>		CO 2
Q.3	<p>A) Enumerate the importance of making an effective Presentation. What are the steps taken to make an effective Presentation.</p> <p>OR</p> <p>B) Define the concept of Communication. Explain with an example each the different types of Communication.</p>	15 marks	CO 3  CO 1
Q.4	<p>Answer any 3 out of 5 –</p> <ol style="list-style-type: none"> <li>Importance of Oral Communication.</li> <li>The Art of Listening.</li> <li>Write 5 Active voice sentences and change them to Passive voice.</li> <li>Explain with 5 examples the importance of Punctuation.</li> <li>Importance of sequence and coherence in a Paragraph.</li> </ol>	3*5- 15 marks	CO 1 CO 1 CO 2  CO 3 CO 4