SOMAIYA VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (HONS)	SEM: I
	NOV/DEC-2024

Sr. No.	Subject	Available
1.	231U28C101 – Fundamentals of Mass Communication	
2.	231U08V101 – Visual Communication	
3.	131U08K102 - Language Skills for Media	
4.	231U08C102 – Contemporary Issues	
5.		
6.		
7.		
8.		
9.		
10.		

School of Humanities & Social Sciences
Library

LIBRARY

SOMAIYA VIDYAVIHAR UNIVERSITY

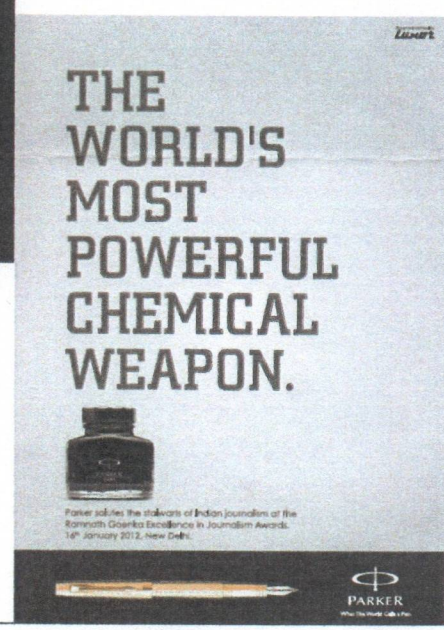
Semester (August 2024 to Nov 2024) Examination: End Semester Examination Aug/Nov 2024(UG Programmes)		
Programme code: 08 **Programme: FYBA MCJ (Hons)**	**Class:** FY	**Semester:** I
Name of the Constituent College: SK Somaiya	**Name of the Department** Mass Communication	
Course Code: 231U28C101	**Name 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	Define mass communication. Elaborate on important functions of Mass Communication. Support your answer with appropriate examples.	15	1,2
Q.2	A. Elaborate on Folk and traditional media.. Give examples OR B. Illustrate any 3 models of Mass Communication in detail.	15	2,3
Q.3	A. Critically analyze any two theories of Mass communication. Apply these theories in any ongoing issues. OR B. Discuss the impact of Media Violence on children	15	3
Q.4	Write short notes (Any three)	15	
	a) Media and Democracy b) Vlogs and blogs c) Role of Influencer d) Gatekeeping e) Instagram		1,2,3,4

04 DEC 2024

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (Aug 2024 to Nov 2024) Examination: End Semester Examination Nov 2024 (UG Programs)		
Program code:08 **Program: BAMCJ(Hons)**	**Class:** FY	**Semester:** I
Name of the Constituent College: S K Somaiya College	**Name of the Department: Mass Communication**	
Course Code: 231U08V101	**Name of the Course: Visual Communication**	
Duration: 2 Hrs.	**Maximum Marks: 60**	
Instructions: 1. Q. 1 is a compulsory question 2. Draw neat diagrams 3. Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1	Analyse the following adverts based on Color, Text, shape, message, and codes used 1. Orbit gum 2. Parker pen 	15	CO 1

Q.2 A)	Illustrate on Semiotics theory of Visual Communication. ***OR***	15	CO2
Q.2 B)	Elaborate on how smileys, avatars, gifs, etc. are replacing the text and its impact on social media communication, with examples.		CO2
Q.3 A)	Write a detailed note on Composition as a concept in visual communication ***OR***	15	CO3
Q.3 B)	Write a detailed note on Color in visual communication.		CO3
Q.4	Write Short Notes on. (any three) 1. Graphic Design vs Art 2. Perception 3. Cognition 4. Codes 5. Logo	15	 CO1 CO1 CO4 CO2 CO3

Lib

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester I (July 2024 to Nov 2024) **Examination: End Semester Examination Oct/Nov 2024 (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. 2) Follow the instructions.		

Question No.	Question 1 is compulsory.	Max. Marks	Co Attainment
Q.1	Write an Interview session where you are the host. The guest is a celebrity in the field of music. The total interview session is 10 minutes.	15m	CO 3
Q.2	A) Write a feature article on travel themes in 300 words. OR B) "The importance of Language in Media is significantly felt in the present times". Justify your opinion with 3 suitable examples.	15 m	CO 3 CO 1
Q 3	A) Write a Film Review on the recent cinema that you watched. OR B) Explain the process and steps in making an effective presentation with suitable examples.	15 m	CO 2 CO 4
Q.4	Answer any 3 out of 5- i) Importance of Communication in Media. ii) Advantages of Non-verbal Communication iii) Writing styles of different Media iv) Significance of Maps, Graphs and Diagrams in presentation. v) Do's and Don'ts of Group Discussion.	3*5m – 15m	CO1 CO2 CO 3 CO4 CO4

SOMAIYA VIDYAVIHAR UNIVERSITY

November / December 2024 Examination: End Semester Examination (UG Programme)		
Programme code: 08 **Programme: F.Y.B.A MCJ (Hons)**	**Class: FY**	**Semester: I**
Name of the Constituent College: S K Somaiya	**Name of the Department** - Mass Communication	
Course Code: 231U08C102	**Name of the Course: Contemporary Issues**	
Duration : 2 Hr.	**Maximum Marks : 60**	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q1.	Swiggy, a food delivery platform in India, has transformed its communication strategies from traditional methods to digital-first approaches. A. Discuss how Swiggy has adapted its communication strategies to connect with its audience in an increasingly digital world, focusing on the role of social media, mobile app, and influencer marketing. B. Explain the effectiveness of Swiggy's digital communication in engaging its audience. C. How have social media, app notifications, and influencer collaborations impacted customer loyalty and brand recognition in India?	15	CO 2
Q 2. A	Explain the relationship between the media and the environment in India. How have media platforms influenced public awareness of environmental issues, and what role has the media played in shaping government policies or societal behavior toward sustainability?	15	CO 2
	OR		
Q 2. B	Elaborate on how changes from traditional media (print and broadcast) to digital media have impacted media credibility and reliability. Include your perspective on whether digital media's rapid evolution has strengthened or weakened public trust, citing specific examples from Indian media.	15	CO 1
Q 3. A	Explain Sensationalization and its impact on masses. Give examples from Technology and Social divide.	15	CO 3
	OR		
Q. 3 B	Examine the impact of multilingualism, commercialization, and the digital shift on Indian media. How do these factors influence public opinion and societal norms?	15	CO 1

Q 4.	**Short Notes (Any 3)** A. Language Diversity in Cultures B. Role media in Globalization in India C. Civic Sense in India D. Savitribai Phule E. Religion & Social Media	15	 CO 1 CO 2 CO 4 CO 4 CO 4