



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

### QUESTION PAPERS

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

| Sr. No. | Subject   | Available |
|---------|---|-----------|
| 1.      | 131U08V301 – Film Analysis (A)                              |           |
| 2.      | 131U08V301 – Film Analysis (B)                              |           |
| 3.      | 131U08V302 – Writing Skills (A)                             |           |
| 4.      | 131U08V303 – Introduction to Photography                    |           |
| 5.      | MLE403 – Ethics, Law & Constitution (A)                     |           |
| 6.      | 131U08C301 – Public Relations & Corporate Communication (A) |           |
| 7.      | 131U08C301 - Public Relations & Corporate Communication (B) |           |
| 8.      | 131U08V302 - Writing Skills (B)                             |           |
| 9.      | MLE403 - Ethics, Law & Constitution (B)                     |           |
| 10.     |   |           |



LIBRARY



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| Semester (June 2022 to October 2022)   |   |               |
|--|---|---------------|
| Examination: End Semester Examination October 2022 (UG Programmes)                                     |   |               |
| Programme code: 08<br>Programme: BAMCJ (Hons)  | Class: SY                                     | Semester: III |
| Name of the Constituent College:<br>S K Somaiya college, SVU   | Name of the Department: Mass<br>Communication |               |
| Course Code: 131U08V301  | Name of the Course: Film Analysis             |               |
| 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>Nepotism has been in the news since Sushant Singh Rajput's (SSR) death. The film industry in Mumbai has been shaken upside down and there were many big directors, producers and actors were accused of promoting nepotism in Bollywood. Based on recent public discussion on nepotism answer the following question:</p> <p>a) Does nepotism is really a problem or just a media hype? Elaborate how?</p> <p>b) Do you think nepotism obstructed the new talents to enter the film industry?</p> <p>c) Elaborate the impact of nepotism on audience mind.</p> | <p>5</p> <p>5</p> <p>5</p>  |
| Q.2          | <p>A) What are the characteristics of Indian Parallel cinema?</p> <p>B) Explain the contribution of studios to world cinema.</p> <p style="text-align: center;"><b>OR</b></p> <p>P) Elaborate on the History of Indian cinema till the 1940s.</p>   | <p>8</p> <p>7</p> <p>15</p> |
| Q.3          | <p>A) Write ABDC analysis of the Pianist movie</p> <p>B) Describe the contribution of Marathi cinema in Indian cinema</p> <p style="text-align: center;"><b>OR</b></p> <p>P) Write a plot in 200 words and create a screenplay of three scenes for the same plot</p>  | <p>8</p> <p>7</p> <p>15</p> |
| Q.4          | <p>Write Short notes. (Any Three)</p> <p>1. Cinematography</p> <p>2. Christopher Nolan</p> <p>3. Post liberalization Indian Cinema</p> <p>4. West and East Asian Cinema</p> <p>5. Montage theory</p>  | 15                          |



| Semester (June 2022 to October 2022)   |  |               |
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| Examination: End Semester Examination October 2022 (UG Programmes)                                     |  |               |
| Programme code: 08<br>Programme: BAMCJ (Hons)  | Class: SY                                  | Semester: III |
| Name of the Constituent College:<br>S K Somaiya college, SVU   | Name of the Department: Mass Communication |               |
| Course Code: 131U08V301  | Name of the Course: Film Analysis          |               |
| 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>In the last couple of years, cinema's audience has shifted from multiplex to OTT. The audience has developed a new taste in entertainment. This has affected in many ways to Hindi cinema. Based on this change answer the following questions:</p> <p>a) Elaborate on the difference in storytelling narratives of Hindi films and OTT.</p> <p>b) Do you think that the casting has a role to play in this shift in the audience? Why?</p> <p>c) 'OTT is the new multiplex to cinema audience' do you agree? Justify with examples</p> | <p>5</p> <p>5</p> <p>5</p>  |
| Q.2          | <p>A) "Cinema is not only for entertainment; it's an expression of human society" Elaborate with suitable examples.</p> <p>B) Explain the contribution of Bimal Roy to Indian Cinema</p> <p style="text-align: center;"><b>OR</b></p> <p>P) Describe the History of World Cinema up to the 1940s.</p>  | <p>8</p> <p>7</p> <p>15</p> |
| Q.3          | <p>A) Explain the characteristics of the French New Wave.</p> <p>B) Describe different camera shots in detail.</p> <p style="text-align: center;"><b>OR</b></p> <p>P) 'Indian cinema narratives are inspired from Indian theatre' Elaborate on the Indian film industry.</p>   | <p>8</p> <p>7</p> <p>15</p> |
| Q.4          | <p>Write Short notes. (Any Three)</p> <ol style="list-style-type: none"> <li>Meghana Gulzar</li> <li>Mise in scene</li> <li>Plot of Bicycle Thief</li> <li>Imtiaz Ali</li> <li>Golden era of Indian cinema</li> </ol>  | 15                          |



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|  |   |                       |
|--|---|-----------------------|
| <b>October 2022</b>  |   |                       |
| <b>Examination: End Semester - Regular Examination (UG Programmes Sem III)</b> |   |                       |
| <b>Programme code: 08</b>  |   |                       |
| <b>Programme: SYBAMCJ (Honours)</b>  |   |                       |
| <b>Name of the Constituent College:</b><br>S K Somaiya College (SKSC)          | <b>Name of the department/Section/Center:</b><br>Department of Mass Communication |                       |
| <b>Course Name: Writing Skills</b>   | <b>Course Code: 131U08V302</b>  |                       |
| <b>Duration: 2 Hours</b>   |   | <b>Max. Marks: 60</b> |
| <b>Instructions:</b> All questions are compulsory.                             |   |                       |

|      |  | Max.<br>Marks |
|------|--|---------------|
| Q. 1 | Write a short film script on Premchand's <i>Kafan</i> .  | 15            |
| Q. 2 | A) Explain the structure of plot of <i>A Work of Art</i> by Anton Chekhov.   | 15            |
|      | OR   |               |
|      | B) Discuss the formal aspects of poetry in detail with respect to poetic diction, poetic devices, rhyme, rhythm and meter. | 15            |
| Q. 3 | A) Non-fictional TV programmes play major role in strengthening democratic ideals. Substantiate.                           | 15            |
|      | OR   |               |
|      | C) Radio plays are different than theatre plays. Elucidate.  | 07            |
|      | D) TV plays a vital role in imparting education. Substantiate.   | 08            |
| Q. 4 | Write short notes on any three of the following:   | 15            |
|      | 1. Radio Documentary 2. Types of E-poetry 3. Imagery 4. Creativity and Imagination 5. Don'ts of Creative Writing           |               |





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| Semester (June 2022 to October 2022)                                      |   |               |
|---|---|---------------|
| Examination: End Semester Examination October 2022 (UG Programmes)        |   |               |
| Programme code: 08  |   |               |
| Programme: B. A. Hons in Mass Communication and Journalism                | Class: SY                                       | Semester: III |
| Name of the Constituent College: S K Somaiya College (SKSC)               | Name of the Department : Mass Media             |               |
| Course Code: 131U08V303   | Name of the Course: Introduction to Photography |               |
| Duration : 2 Hrs.   | Maximum Marks : 60                              |               |
| Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) |   |               |

| Question No.   |   | Max. Marks |
|--|---|------------|
| Q.1  | Write about the Early History and birth of Photography  | 15         |
| Q.2 A<br>Or<br>Q.2 B                                 | What is Composition? What are the different rules of Composition (Any 7)<br><br>Explain any 5 types of Cameras with suitable examples   | 15         |
| Q.3 A<br>Or<br>Q.3 B                                 | What is Exposure? Explain its components in detail.<br><br>Explain any 5 fields of Photography  | 15         |
| Q.4<br><br>A.<br><br>B.<br><br>C.<br><br>D<br><br>E. | Write Short Notes (Any 3)<br><br>Depth of Field<br><br>Zoom v/s Prime Lens<br><br>Processing a Film Roll<br><br>Macro v/s Fisheye Lens<br><br>Mirrorless v/s Point & Shoot Camera | 15         |



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| Semester (June 2022 to October 2022)                                     |  |                   |
|--|--|-------------------|
| Examination: End Semester Examination October 2022 (UG Programmes)       |  |                   |
| Programme code: 08   | Class: FY/SY/TY                                | Semester: I/III/V |
| Programme: BA MCT(H)   |  |                   |
| Name of the Constituent College: S.K. Somaiya college                    | Name of the Department: mass communication     |                   |
| Course Code: BAMMC MLE403  | Name of the Course: Ethics, Law & Constitution |                   |
| Duration : 2 Hrs.  | Maximum Marks : 60                             |                   |
| Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary |  |                   |

Q. 1 Discuss the idea of 'Privacy' with the help of landmark Judgments 15 Marks

Q. 2 Write a detail note on Art. 12 -----Art. 35 of Indian Constitution 15 Marks

OR

Q. 2 (a) Write a note on Relevancy of Character in criminal law 8 Marks

Q. 2 (b) Write a note on Rights of arrested person 7 Marks

Q. 3 Write an essay on offences related to Human body 15 Marks

OR

Q. 3 (a) Electronic evidence – explain 8 Marks

Q. 3 (b) Anticipatory Bail – explain 7 Marks

Q. 4 Attempt {any three} Short Notes 15 Marks

1. Assault

2. Right to die

3. Equality

4. Freedom

5. Sedition





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| Semester (June 2022 to October 2022)<br>Examination: End Semester Examination October 2022 (UG Programmes) |   |                                   |
|--|---|-----------------------------------|
| Programme code:  | Class: SY   | Semester: III                     |
| Programme: BA MCJ(H)   |   |                                   |
| Name of the Constituent College:<br>S K Somaiya College (SKSC)   | Name of the department: Mass<br>Communication                               |                                   |
| Course Code: 131U08C301  | Name of the Course: <b>Public Relations<br/>and Corporate Communication</b> | Duration: 2 Hrs<br>Max. Marks: 60 |
| Instructions:  |   |                                   |

| Question No.  |   | Max. Marks      |
|---------------|---|-----------------|
| <b>Q1</b>     | Assume that you are working as a public relations officer for a company specializing in FMCG products. With a case study of a failed campaign in your company, try to make a crisis communication plan to resolve the same issue. | <b>15</b>       |
| <b>Q2 a)</b>  | Explain the significance of public relations in an organization and brief the qualities of a Public Relations Officer with suitable examples.   | <b>15</b>       |
|               | <b>OR</b>   |                 |
| <b>b)</b>     | How is PR different from Advertising, Marketing, Branding. Critically analyze with relevant examples.   | <b>15</b>       |
| <b>Q3. a)</b> | Discuss <ul style="list-style-type: none"><li>The general format of a press release.</li><li>Make a press release of 200 words on any latest android mobile phone to be launched in the market.</li></ul>                         | <b>8<br/>7</b>  |
|               | <b>OR</b>   |                 |
| <b>b)</b>     | Examine the major types of communications in Corporate Communication with suitable examples.  | <b>15</b>       |
| <b>Q4</b>     | Write short notes on any three of the following?<br><br>A. Spin doctors<br>B. corporate laws<br>C. corporate identity<br>D. pitch note<br>E. CSR  | <b>(5x3=15)</b> |
|               |   |                 |





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| <b>Semester (June 2022 to October 2022)</b>                               |   |                                   |
| <b>Examination: End Semester Examination October 2022 (UG Programmes)</b> |   |                                   |
| Programme code:   | Class: SY   | Semester: III                     |
| Programme: BA MCJ(H)  |   |                                   |
| Name of the Constituent College:<br>S K Somaiya College (SKSC)            | Name of the department: Mass<br>Communication                               |                                   |
| Course Code: 131U08C301   | Name of the Course: <b>Public Relations<br/>and Corporate Communication</b> | Duration: 2 Hrs<br>Max. Marks: 60 |
| Instructions:   |   |                                   |

| Question No. |   | Max. Marks |
|--------------|---|------------|
| Q1           | What is crisis management? Explain the same with a case study and pictorial representation. List down any 5 traits of a good crisis manager.  | 15         |
| Q2 a)        | List down any 5 major PR tools. Analyze the various tools of Public Relations with suitable examples in the digital age.  | 15         |
|              | or  |            |
| b)           | What is CSR? Examine the significance of CSR activity with a case in point.   | 15         |
| Q3. a)       | Discuss <ul style="list-style-type: none"><li>The differences between internal and external communication</li><li>The importance of holding press conferences</li></ul>                   | 8<br>7     |
|              | or  |            |
| b)           | Explain in detail the major types of stakeholders in a corporate company with relevant examples.  | 15         |
| Q4           | Write short notes on any three of the following: <ul style="list-style-type: none"><li>Pitch note</li><li>PRO</li><li>House journals</li><li>Brand image</li><li>Annual reports</li></ul> | (5x3=15)   |
|              |   |            |





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**Semester (June 2022 to October 2022)**

**Examination: End Semester Examination October 2022 (UG Programmes)**

|  |   |   |
|--|---|---|
| <b>Programme code:</b> 08                                      | <b>Class:</b> SYBA (Hons.) BAMCJ          | <b>Semester:</b> III  |
| <b>Programme:</b> BAMCJ (Hons)                                 |   |   |
| <b>Name of the Constituent College:</b><br>S K Somaiya College |   | <b>Name of the Department:</b> Department of Mass Communication |
| <b>Course Code:</b> 131U08V302                                 | <b>Name of the Course:</b> Writing Skills |   |
| <b>Duration:</b> 2 Hrs.  | <b>Maximum Marks:</b> 60                  |   |
| <b>Instructions:</b> 1) All Questions are Compulsory           |   |   |

| <b>Question No.</b> |   | <b>Max. Marks</b>    |
|---------------------|---|----------------------|
| Q.1                 | Write a short film script on " <i>A Work of Art</i> " by Anton Chekhov.   | 15                   |
| Q.2                 | a) Write a script for a radio program.<br>b) What are the types of plots?<br><br>OR<br><br>a) Discuss the role of community radio in India.<br>b) Explain how one could start a blog. | 7<br>8<br><br>7<br>8 |
| Q.3                 | a) Explain types of television programs.<br><br>OR<br><br>b) Explain advertisement appeals in television with respect to camera angles and theme.                                     | 15                   |
| Q.4                 | Shorts Notes: (Any 3)<br>a) Characterization.<br>b) Digital Literacy.<br>c) Feature writing.<br>d) Types of interviews.<br>e) Screenplay.   | 15                   |



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| <b>Examination: End Semester Examination October 2022 (UG Programmes)</b>       |   |                         |
| <b>Programme code:</b> 08   | <b>Class:</b> FY/SY/TY                                | <b>Semester:</b> I/II/V |
| <b>Programme:</b> BA MCJ (H)  |   |                         |
| <b>Name of the Constituent College:</b> S.K. Somaiya college                    | <b>Name of the Department:</b> mass communication     |                         |
| <b>Course Code:</b> 8AMMC MLE403  | <b>Name of the Course:</b> Ethics, Law & Constitution |                         |
| <b>Duration :</b> 2 Hrs.  | <b>Maximum Marks :</b> 60                             |                         |
| <b>Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary</b> |   |                         |

Q. 1 Write an essay on Criminal Law Amendment 2013 with special reference of Mukesh v/s NCT Delhi 15 Marks

Q. 2 Discuss the ideas of Equality, Liberty, freedom given in Indian Constitution 15 Marks

OR

Q. 2 (a) Write a note on OTT Regulation 8 Marks

Q. 2 (b) Write a note Section 125 of Crpc 7 Marks

Q. 3 Write an essay on Scheme of Indian Penal Code 15 Marks

OR

Q. 3 (a) Amendments in Section 326 IPC 8 Marks

Q. 3 (b) Rape 7 Marks

Q. 4 Attempt {any three} Short Notes 15 Marks

1. Fundamental Duties
2. Obscenity
3. Reservation under Constitution
4. Rights of arrested person
5. Media Trial