



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (HONS)	SEM: IV
	MAR/APR-2024

Sr. No.	Subject	Available
1.	131U08C401 – Research Methodology & Methods (A)	
2.	131U08V402 – News Processing & Editing (A)	
3.	13108C403 – Globalisation & Media Economics (A)	
4.	131U08V403 – Film Making & Production (DSC)	
5.	131U08C403 – Globalisation & media Economics (B)	
6.	131U08V402 – News processing & Editing (B)	
7.	131U08C401 – Research methodology & methods (B)	
8.		
9.		
10.		



LIBRARY



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Semester (Nov 2023 to March 2024)		
Examination: End Semester Examination March 2024 (UG Programmes)		
Program code:40 Program: BAMCJ(H)	Class: SY	Semester: IV
Name of the Constituent College: SKSC	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08C401	Name of the Course: Research Methodology and Methods	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO
Q1	Prepare a questionnaire of 20 questions using Likert and various other scales on the research topic of "A study on Sustainable fashion and its impact on values and motivations of Generation Z in Mumbai city.	15	CO3, CO4
Q 2	a.) Define the term "research" and stages of the research process with suitable examples. OR b.) Demonstrate the significance of hypothesis in research by mentioning the types of hypotheses with relevant examples. Also frame six hypotheses on topic- "Mobile Payment apps and its popularity among Generation Y in Mumbai	15	CO2, CO5
Q 3	a.) Explain the various types of research with relevant examples OR b.) Interpret the difference between case study method and content analysis as a method of data collection with examples.	15	CO1
Q4	Write short notes on any three of the following? a. pilot study b. impact factor c. Mean, Median and Mode d. correlation and regression analysis e. level of acceptance	5x3=15	CO2, CO3, CO4, CO5, CO6



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April 2024

Examination: End Semester Examination (UG/PG Programmes)

Programme code: Programme: BAMCJ (Hons.)		Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya		Name of the Department: Dept. Mass Communication	
Course Code: 131U08V402	Name of the Course: News Processing and Editing		
Duration : 2 Hr.	Maximum Marks : 60		
Instructions: 1) All questions are compulsory.			

Question No.		Max. Marks	CO
Q 1	Write an editorial discussing "Journalism as a Catalyst for Social Change".	15	CO1, CO2
Q 2	A) What comprises the elements of news? How are they employed in crafting hard news articles? OR B) Illustrate the significance of different news values by examining their varied roles in journalism.	15	CO2, CO3
Q 3	A) Elucidate the principles of editing explaining the importance of editing in news writing. OR B) What are the building blocks of design? Discuss in detail.	15	CO3, CO4
Q 4	Write short notes on any three of the following: A) Covering Demonstration and Rallies B) News Sources C) Science Communication D) Advantages of Digital News E) Style Sheet	15	CO1, CO2, CO3, CO4



April 2024			
Examination: End Semester Examination (UG Programmes)			
Programme code: 40		Class: SY	Semester: IV
Programme: BA MCJ(H)			
Name of the Constituent College: S K Somaiya College		Name of the Department : Mass Communication	
Course Code: : 131U08C403		Name of the Course: Globalisation and Media Economics	
Duration : 2 Hr.		Maximum Marks : 60	
Instructions: All questions are compulsory. All questions carry 15 marks each.			

Question No.		Max. Marks	CO
Q1	“ Globalisation and Decolonisation have given a facelift to the Indian Economy”. Justify this statement with relevant examples.	15 m	1
Q 2	A) The rise of global manufacturers has positively impacted the Indian economy. Explain the positive impact with two examples. OR B) “ Glocal is synonymous to exchange of culture and communication”. Describe this statement with three examples.	15 m	5 2, 3
Q 3	A) Define and explain with suitable case studies ‘The Communication Order’ since 1990. OR B) “ The World Economy is in a growth mode”. Do you agree or disagree. Explain with suitable examples.	15 m	4 5
Q 4	Answer any THREE – a) Liberalisation b) Privatisation c) Westernisation. d) ICT and media e) Decolonization VS Globalization.	3*5= 15 m	1 2 2 3 4



Semester (December 2023 to April 2024)		
Examination: End Semester Examination March/April 2024 (UG/PG Programmes)		
Programme code:40	Class: SY	Semester: IV
Programme: BAmCJ(H)		
Name of the Constituent College: SKSC		Name of the Department
Course Code: 131U08V403	Name of the Course: Film making and production	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Q.1 compulsory all questions carries 15 marks each		

Q.1	Explain film production process in detail, with all three stages and the departments involved in it.	15 Marks	CO3
Q.2	<p>Imagine it is 11.40 at night. A lady who is a social media influencer is sitting in the hall, Somebody knocks the door, she opens the door and scene cuts. Develop two scenes with this detailing using visual thinking technique.</p> <p style="text-align: center;">OR</p> <p>Imagine you are up with 10 min short film. It's a 4 characters story at a 3 different location. Now you have to plan a production schedule for that. What all the things that is necessary for preparing the schedule explain in detail.</p>	<p>15 marks</p> <p>15 marks</p>	<p>CO1</p> <p>CO3</p>
Q.3	<p>What is the difference between documentary and film. Describe with examples</p> <p style="text-align: center;">OR</p> <p>What is three act structure in script writing? And how to apply this in screen writing?</p>	<p>15 marks</p> <p>15 marks</p>	<p>CO4</p> <p>CO1</p>
Q.4	<p>Write short notes (Any Three)</p> <p>a. Backstory</p> <p>b. Shot division</p> <p>c. Camera angles</p> <p>d. Fiction</p> <p>e. Line Producer.</p>	15 marks	<p>CO1</p> <p>CO2</p> <p>CO2</p> <p>CO4</p> <p>CO3</p>



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BAMCT - IV

Globalization

April 2024			
Examination: End Semester Examination April (UG Programmes)			
Programme code: 40 Programme: BA MCJ(H)		Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College.		Name of the Department MASS COMMUNICATION	
Course Code: 131U08C403	Name of the Course: Globalisation and Media Economics		
Duration : 2 Hr.	Maximum Marks : 60		
Instructions: All questions are compulsory. All questions carry 15 marks each.			

Question No.		Max. Marks	CO
Q1	"The role of media in portraying the cultural aspects has been very strong in India". Give suitable examples to support this statement.	15 m	2
Q 2	A) Provide relevant examples to explain the impact of rise of global manufacturers on the global market. OR B) Define and explain with suitable case studies 'The Communication Order' since 1990.	15 m	5 4
Q 3	A) Explain Decolonization as a process since 1990 with 2 case studies. OR B) Study the case of Sri Lanka in the light of media economics.	15 m	1 2
Q4	Answer any THREE a) Westernization b) Modernization c) Liberalisation d) Glocal village e) ICT and media.	3*5= 15 m	3 3 1 4 5



April 2024		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 08 Programme: BAMCJ (Hons.)	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya	Name of the Department: Dept. Mass Communication	
Course Code: 131U08V402	Name of the Course: News Processing and Editing	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1) All questions are compulsory.		

Question No.		Max. Marks	CO
Q 1	Using inverted pyramid style, write a news article reporting on Media Conclave of your college and explain the importance of any five news elements included in your article in detail.	15	CO1, CO2
Q 2	A) What are the feature articles? Explain the various types and the significance of feature articles. OR B) Explain the process of news writing from the field to the paper with suitable examples.	15	CO1, CO2
Q 3	A) Write a detailed note on layout and design of major pages in a newspaper. OR B) How does the editorial hierarchy typically operate within a newspaper's organizational structure, and what roles do editors, reporters, and other editorial staff members play?	15	CO3, CO4
Q 4	Write short notes on any three of the following: A) Interview Techniques B) Citizen Journalism C) Ideation in Design Thinking D) Subject-Verb Agreement E) Reporting Based on Subjects of its Manifestation	15	CO2, CO3, CO4



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Semester (Nov 2023 to March 2024)		
Examination: End Semester Examination March 2024 (UG Programmes)		
Programme code:40 Programme: BAMCJ(H)	Class: SY	Semester: IV
Name of the Constituent College: SKSC	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08C401	Name of the Course: RESEARCH METHODOLOGY AND METHODS	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO
Q1	Prepare a questionnaire of 15 questions using Likert and various other scales on the research topic of "A comparative study on emotional marketing of any brand of your choice and its impact on the consumer behavior among Gen Z and Millennials in Central Mumbai area.	15	CO2, CO4
Q 2	a.) Demonstrate the significance of stage of Review of literature in research with suitable examples. OR b.) Explain the importance and format of writing Chapter three in a research paper. Also frame six hypotheses on topic- "Organic cosmetics and its popularity among Generation Z in Mumbai	15	CO3, CO5
Q 3	a.) Explain the term sampling and types of sampling with relevant examples OR b.) Interpret the difference between survey method and content analysis as a method of data collection with examples.	15	CO1
Q4	Write short notes on any three of the following? a. conceptual model in a research paper b. h index c. abstract of a research paper d. research methodology e. level of priority	5x3=15	CO2, CO3 CO4 CO5 CO6