



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

### QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	131U08V401 – Radio & Television Studies (A)	
2.	131U08C402 – Event Management & Marketing (A)	
3.	131U08C402 – Event Management & Marketing (B)	
4.	131U08V401 – Radio & Television Studies (B)	
5.		
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9.		
10.		



LIBRARY



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

**April 2024**

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

Programme code: 08 Programme: BAMCJ		Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College, SVU		Name of the Department: Mass Communication	
Course Code: 131U08V401	Name of the Course: Radio & Television Studies		
Duration: 2 hrs.	Maximum Marks: 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	CO
Q.1	Prepare a script for a video interview with Manoj Kumar Sharma I.P.S. for 300 sec.	15	CO3
Q.2 A)	Illustrate the post-liberalisation development of television in India.	15	CO3
	<b>OR</b>		
Q. 2 B)	Prepare a Television Run Down for 10 minutes news bulletin.	15	CO4
Q.3 A)	Describe different types of Radio Programs.	15	CO1
	<b>OR</b>		
Q. 3 B)	“OTT is the replacement of television for youth” Justify the statement with examples.	15	CO3
Q.4	Write short notes on. (Any Three) 1. Prasar Bharati 2. Types of sound 3. IPTV 4. DTH 5. Community Radio	15	CO3 CO2 CO1 CO4 CO2





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Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 8 Programme: BAMCJ	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya college	Name of the Department Mass Media	
Course Code: 131U08C402	Name of the Course: Event management and marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Q.1 is compulsory, Q.2, 3 and 4 has options Length of the answer does not ensure marks, relevance do.		

Question No.		Max. Marks	Co attainment
Q.1.	<p>Priyanka Punjabi's love for the artsy details, bohemian rhapsodies and various creative forms combined with Alankar Jain's acumen in all kinds of innovative media, urban living and fresh ideas started 'The Lil Flea' in 2014 as an experiment for people who'd enjoy art, fashion, food and music festivals brought together with a whole lot of 'that's new!'.</p> <p>What initially was a fresh 'it' event for Mumbai's experimental groups, has over a span of just three years and several picturesque weekends, built a community of over 200,000 people from all over the country and beyond. Some as participants, some as loyal audiences and some as trendsetters in the creative world — all from insanely different walks of life.</p> <p>The Flea story is more than a lifestyle event. It has become a vibrant gathering of all those who live for experiences, making the brand itself strive to inspire cool ideas, to travel for exploring the unseen, to create a thing of beauty and to share it all with the world.</p> <p>For an event like the Lil Flea provide your ideas and opinion on:-</p> <p>A. Who are the target audiences for the event like the " The Lil flea"?</p> <p>B. What would be different revenue streams for such an event? (in what ways the organizers can make money doing an event like the The lil flea</p>	15	CO2
Q.2. A	Write a note on types of event	8	CO1
Q.2 B	Write a note on types of event sponsorship	7	CO2



	OR																																																						
Q.2. C	Draft an event proposal mentioning all the features/steps in it					15	C04																																																
Q.3. A.	1) Show cash flow from Operating, Financing and Investing activities. (15)  Following is the balance sheet of Monk ent.  Net profit for the year is Rs. 10,000. Depreciation on the Machinery Is Rs. 5000. Interest paid is Rs, 2000					15	CO3																																																
<table><tr><td>Liabilities</td><td>2016 (₹)</td><td>2017 (₹)</td><td>Assets</td><td>2016 (₹)</td><td>2017 (₹)</td></tr><tr><td>Capital</td><td>20,000</td><td>30,000</td><td>Building</td><td>25,000</td><td>30,000</td></tr><tr><td>Creditors</td><td>20,000</td><td>17,000</td><td>Debtors</td><td>25,000</td><td>30,000</td></tr><tr><td>Loan from A</td><td>15,000</td><td>10,000</td><td>Machiner y</td><td>15,000</td><td>18,000</td></tr><tr><td>Reserves</td><td>20,000</td><td>30,000</td><td></td><td>10,000</td><td>6,000</td></tr><tr><td>Bills Payable</td><td>12,000</td><td>17,000</td><td>Cash</td><td>12,000</td><td>18,000</td></tr><tr><td></td><td></td><td></td><td>Inventory</td><td></td><td></td></tr><tr><td><b>Total</b></td><td><b>87,00</b></td><td><b>1,02,000</b></td><td></td><td><b>87,000</b></td><td><b>1,02,000</b></td></tr></table>								Liabilities	2016 (₹)	2017 (₹)	Assets	2016 (₹)	2017 (₹)	Capital	20,000	30,000	Building	25,000	30,000	Creditors	20,000	17,000	Debtors	25,000	30,000	Loan from A	15,000	10,000	Machiner y	15,000	18,000	Reserves	20,000	30,000		10,000	6,000	Bills Payable	12,000	17,000	Cash	12,000	18,000				Inventory			<b>Total</b>	<b>87,00</b>	<b>1,02,000</b>		<b>87,000</b>	<b>1,02,000</b>
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Q.3. B.	Q-2 Create an event budget from the following expected incomes and expenses and also identify the profit.					08	CO3																																																
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Q.3 C.	Refreshment	50,000	07	CO3
	Advertisement and publicity	50,000		
	Rent of venue	1,00,000		
	Following information is of an event organised by Growth Ltd.			
	Particulars	per unit (Rs.)		
	Selling price (Tickets)	500		
	Fixed cost			
	Rent	75,000		
	Advertisement	95,000		
	Variable cost			
Refreshments	150			
Chairs	150			
a) Find no of tickets to be sold in units and sales to be made in Rs. To achieve break even.				
b) Also calculate no of tickets to be sold if required profit is Rs. 1,25,000				
Q.4	Short notes ( any 3)	15	CO4	
A.	Role of logistics in event management			
B.	Write a note on any mega event of your choice			
C.	Challenges in getting event sponsorship			
D.	Write a note on your experience of any event as a spectator			
E.	Marketing of events			





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Course Code: 131U08C402	Name of the Course: Event management and marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Q.1 is compulsory, Q.2, 3 and 4 has options Length of the answer does not ensure marks, relevance do. This paper is an expression of your thought. Hence, express your own ideas		

Question No.		Max. Marks	Co attainment																								
Q.1.	<p>AP Dhillon an Indo-Canadian singer,rapper and record producer associated with Punjabi music is coming to Mumbai as part of his India tour. Based on the information provided</p> <p>A. Define the different revenue stream for this musical concert</p> <p>B. Draft a marketing/communication plan to promote this upcoming AP Dhillon concert.</p>	15	CO2																								
Q.2. A	Write a note on types of event	8	CO1																								
Q.2 B	Write a note on types of event sponsorship	7	CO2																								
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Q.2. C	Draft an event proposal mentioning all the features/steps in it	15	CO4																								
Q.3. A.	<p>1) Create profit and loss account from the following details of Love Ltd. (7)</p> <p>Trial balance as on 01.04.2021</p> <table border="1"> <thead> <tr> <th>Particulars</th><th>LF No.</th><th>Debit (RS.)</th><th>Credit (Rs.)</th></tr> </thead> <tbody> <tr> <td>Building</td><td></td><td>50,000</td><td></td></tr> <tr> <td>Rent</td><td></td><td>5000</td><td></td></tr> <tr> <td>Lightning</td><td></td><td>2000</td><td></td></tr> <tr> <td>Goodwill</td><td></td><td>3000</td><td></td></tr> <tr> <td>Interest</td><td></td><td></td><td></td></tr> </tbody> </table>	Particulars	LF No.	Debit (RS.)	Credit (Rs.)	Building		50,000		Rent		5000		Lightning		2000		Goodwill		3000		Interest				07	CO3
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received			500
Salary		10,000	
Commission			1000
Motor Van		30,000	
Donations received			10,000
Revenue from event			42,000
Capital			50,000
Interest paid		2000	
Transportation		1250	
Miscellaneous Expense		250	
Total		1,03,500	1,03,500

Q.3 B

Show cash flow from operating activity

Following is the balance sheet of Vijay and Sons.

Depreciation on machinery is Rs.5000/- and interest paid is Rs.2000/-

08

CO3



Liabilities	2016 (₹)	2017 (₹)	Assets	2016 (₹)	2017 (₹)
Capital	20,000	30,000	Building	20,000	30,000
Creditors	20,000	17,000	Machinery	10,000	25,000
Provision for Taxation	5,000	7000	Debtors	25,000	30,000
Profit and loss A/c	20,000	30,000	Inventory	15,000	18,000
Loan	10,000	25,000	Cash	5,000	6,000
<b>Total</b>	<b>75,000</b>	<b>1,09,000</b>		<b>75,000</b>	<b>1,09,000</b>

OR

Q.3. C

- 1) Create an event budget from the following expected incomes and expenses and also identify the profit.

(8)

08

CO3

Particulars	Amt (Rs.)
Government funding	1,50,000
Sponsors	1,00,000
Sale of merchandise	1,50,000
Participation fees	2,50,000
Purchase of merchandise	1,50,000
Advertisement and publicity	1,50,000
Decoration expense	25,000
Printing and stationary	10,000
Refreshment	40,000
Rent of venue	50,000
Commission on sales	35,000
Lightning	25,000
Miscellaneous Expense	10,000



Q.3 D.	Create balance sheet from the following details of hate.	07	CO3																																																				
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Course Code: 131U08V401	Name of the Course: Radio & Television Studies	
Duration: 2 hrs.	Maximum Marks: 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1	Prepare a script for a Radio interview with Pankaj Tripathi.	15	CO1
Q.2 A)	Prepare a 45 Minutes Radio Timeline for a radio program starting at 7:00 pm.	15	CO2
	<i>OR</i>		
Q. 2 B)	"Radio played a vital role in the independence of India" Elaborate with examples.	15	CO2
Q.3 A)	Elaborate on what is sound, the types of sound, microphones, and mixers.	15	CO3
	<i>OR</i>		
Q. 3 B)	Prepare a Television Run Down for 10-minute news bulletin.	15	CO4
Q.4	Write the short notes on. (Any Three)  1. All India Radio 2. SITE 3. Podcast 4. Types of waves 5. OTT vs TV	15	CO1 CO2 CO2 CO3 CO4