



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ	SEM: V
	MAR/APR-2023

Sr. No.	Subject	Available
1.	131U08V501 – Media Planning & Buying (A)	
2.	131U08C502 – Professional Ethics (A)	
3.	131U08C502 – Professional Ethics (B)	
4.	131U08V503 – Brand Management (A)	
5.	131U08C501 – Digital Media (A)	
6.	131U08C501 – Digital Media (B)	
7.	131U08V503 – Brand Management (B)	
8.	131U08V501 – Media planning & Buying (B)	
9.	131U08C502 – Professional Ethics (C)	
10.		



LIBRARY



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VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: TY	Semester: V
Name of the Constituent College: SKSC	Name of the Department BAMCJ	
Course Code: 131U08V501	Name of the Course: Media Planning & Buying	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1. A	<p>Case Study</p> <p>A small fashion boutique, "Chic Threads," decided to expand its marketing efforts by embracing digital media. They launched an online marketing campaign, and this case study explores the advantages and disadvantages they encountered.</p> <p>Questions</p> <ol style="list-style-type: none">1. How will Chic Threads leverage the wider reach provided by digital media?2. What measures should Chic Threads take to address data privacy concerns on digital media and why?3. Give any 3 hashtags for social media presence with justification.	15
Q.2. A	Mr. Ram is a manager in a media agency. Describe his role as a Media Planner.	15
	OR	
Q.2. B	Sara wants to ensure highest possible reach through her television campaign. Enlist the criteria for writing an effective media brief for her.	15
Q.3. A.	A chips manufacturing company wants to enter into the market with new variants. In this context, explain the role of media buyer with examples.	15
	OR	
Q.3. B.	An eyewear company wants to expand its market. In this context, explain the types of reach pattern with examples.	15
Q.4	Write the following concepts (Attempt any 3)	15
	1. Programmatic advertising	
	2. Explain the factors to understand media audiences.	
	3. media audit	
	4. Share of Voice and Share of mind	



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Examination: End Semester Examination March/April 2023 (UG/PG Programmes)			
Programme code: 08 Programme: BAMCJ		Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College		Name of the Department: Department of Mass Communication	
Course Code: 131U08C502	Name of the Course: Professional Ethics		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: : 1)All questions are compulsory. 2) Provide appropriate examples wherever necessary.			

Question No.		Max. Marks
Q.1	<p>Erica Robin, a conservative Christian from Pakistan faced severe criticism from people of her country for her participation in beauty pageant contest Miss Universe. Her participation was labelled as “shameful” and opposed by religious and political leaders. While answering to a question during the selection process she had opined that she wanted to change the perception of Pakistan as a backward nation.</p> <p>Applying the theory of ethical heteronomy, explore the challenges individuals face when pursuing aspirations that may be at odds with conservative cultural norms in the context of Erica Robin’s controversy.</p>	15
Q.2	<p>Elaborate on Immanuel Kant's deontological theories and how they differ from consequentialist approaches.</p> <p>OR</p> <p>Provide an in-depth explanation of the ethical dimensions of social justice using appropriate examples.</p>	15
Q.3	<p>Evaluate a case study presenting an ethical dilemma using any decision-making model.</p> <p>OR</p> <p>Discuss the ethical challenges faced by media professionals in today's evolving media landscape.</p>	15
Q.4	<p>Write short notes on any three of the following:</p> <ul style="list-style-type: none">A) Moral autonomyB) Ethical decision-making based on virtue ethicsC) The Principle of BeneficenceD) Obstacles to ethical decision-makingE) Ethical issues related to justice	15



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Course Code: 131U08C502	Name of the Course: Professional Ethics	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)All questions are compulsory. 2) Provide appropriate examples wherever necessary.		

Question No.		Max. Marks
Q.1	<p>In W. W. Jacobs' short story "The Monkey's Paw," the White family comes into possession of a mystical monkey's paw that can fulfill their three wishes. However, these wishes come with severe consequences. The story delineates the ethical dilemma faced by Mr. White when he considers using the paw to bring his son back to life using the remaining wishes, knowing the consequences of tampering with fate could lead to even more tragic outcomes.</p> <p>Critically analyze the ethical dilemma faced by Mr. White applying any ethical decision-making model to assess the potential consequences and responsibilities Mr. White should consider.</p>	15
Q.2	<p>Explain principles of natural justice in detail.</p> <p>OR</p> <p>Discuss how deontological principles clash with utilitarian outcomes. How would you resolve this conflict?</p>	15
Q.3	<p>Analyze the ethical concerns associated with justice and punishment within the context of <i>'The Shawshank Redemption.'</i></p> <p>OR</p> <p>Examine the ethical dilemmas associated with maintaining a balance between individual virtues and familial responsibilities.</p>	15
Q.4	<p>Write short notes on any three of the following:</p> <ul style="list-style-type: none">A) Moral HeteronomyB) Fraud triangleC) Ethical dilemmas in mediaD) The six pillars of characterE) Environmental Ethics	15



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Examination: End Semester Examination March/April 2023 (UG/PG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: TY	Semester: V
Name of the Constituent College: S.K. Somaiya	Name of the Department: Mass Communication	
Course Code: 131U08V503	Name of the Course: Brand Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) All questions are compulsory 2)Draw diagram wherever necessary 3) Marks to the left indicate full marks		

Question No.		Max. Marks
Q.1	<p>Case study: Nestlé is a Swiss multinational food and drink processing conglomerate corporation. Nestlé is bringing a new range of breakfast cereals to give competition to Kellogg's cornflakes. Nestlé Breakfast Cereals introduces Koko Krunch for children that can be added with milk and breakfast option for children.</p> <p>As a brand manager answer the following questions:</p> <ol style="list-style-type: none">1. What line extension strategies would you like to suggest to Nestlé? Justify? (05)2. Classify current brand personality. How would you like to change brand personality based on line extension strategy? (05)3. What would be the brand positioning strategy for Koko Krunch? Justify. (05)	(15)
Q.2	<p>A. Explain brand-product matrix. Evaluate HUL on brand-product matrix. (15)</p> <p>OR</p> <p>B. What is brand management? Explain in detail brand v/s product. (08)</p> <p>C. Illustrate brand prism by Kapferer in detail along with the suitable examples. (07)</p>	
Q.3	<p>A. What is brand equity? Explain brand equity 10 with suitable examples. (15)</p> <p>OR</p> <p>B. Interpret brand portfolio strategies with suitable examples. (08)</p> <p>C. Explain brand building blocks as hurdle to build strong brands. (07)</p>	
Q.4	<p>Write short notes. (Any 3 out of 5)</p> <ol style="list-style-type: none">1. Types of brand management2. Brand licensing3. Multi-branding strategies4. Vertical brand leveraging5. Perceptual mapping	(15)



Semester (July 2023 to October 2023)		
Examination: End Semester Examination March/April 2023 (UG/PG Programmes)		
Programme code: 8	Class: TY	Semester: V
Programme: Mass Communication and Journalism		
Name of the Constituent College: S.K Somaiya	Name of the Department	
Course Code: 131U08C501	Name of the Course: Digital Media	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1	<p><i>#Ricefully yours</i> was crafted to build awareness about the Basmati Rice variants of fortune foods, for which the brand chose a content marketing strategy driven through portal. The idea was to ask people what was their signature dish and then tell them which basmati rice would go well with it. The portal used interesting videos and facts about basmati rice, social media was used to drive traffic to the site.</p> <p>Questions:</p> <p>a) As a digital marketer explain what are the key advertising objectives to promote this campaign.</p> <p>b) How would you use Facebook as a platform to promote the campaign?</p> <p>c) Can you use Instagram to promote this campaign? Explain the steps in brief.</p>	5 5 5
Q.2 a)	What is search engine? Name and describe the different type of search engine.	8
b)	Elaborate the important features that a good website should have?	7
	OR	
a)	How would you use twitter to promote your company or yourself? What are the different online tools that you can use to monitor competitor's website?	15
Q.3a)	Discuss the evolution of internet in detail.	8
b)	What is Cyber Crime? Explain the various classification of Cyber-crime?	7

	OR	
a)	“Social media has become an integral part of our daily life”. Do you agree? What are the ways to integrate social media on your website? Explain about the various platform in detail.	15
Q.4	Explain in brief any Three of the following.	15
a)	Web Analytics	
b)	SEO	
c)	Homepage	
d)	Digital ethics	
e)	Blog	

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Examination: End Semester Examination March/April 2023 (UG/PG Programmes)

Programme code: 8		Class: TY	Semester: V
Programme: Mass Communication and Journalism			
Name of the Constituent College: S.K SOMAIYA		Name of the Department	
Course Code: 131U08C501	Name of the Course: Digital Media		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks
Q.1	<p>Snickers launched a campaign “You are not you when you are hungry” which was a great success, based on the insight that we can all act ‘out of character’ when we are hungry. The brand wanted to say that we all make mistakes when we are hungry, and misspelling words is the most common mistake people make. Based on this fact, Snicker launched a campaign which reached a lot of people in a clever and impactful way.</p> <p>Questions</p> <p>a) How would you use Facebook as a platform to promote the campaign?</p> <p>b) Can Twitter be used as a social media platform to promote this campaign? Explain briefly.</p> <p>c) As a digital marketer explain what are the key advertising objectives to promote this campaign.</p>	5 5 5
Q.2 a)	How is Digital media different from traditional media? Explain in detail.	8
b)	Do you agree that a good home page makes a website rank better in search engine pages? What are the requisites of a good homepage?	7
a)	<p align="center">OR</p> <p>What is Search Engine Optimization? Explain what is on-page optimization? What are the various on-page SEO method? Explain in detail.</p>	15
Q.3a)	Explain briefly the highlights of Information Technology Act 2000. Section 66 A of the Information Technology Act 2000 deals with publishing offensive, false or threatening information.	15

	Describe any three cases under this section? OR	
a)	Social media plays an important role in brand building, do you agree with the statement. Explain the various ways to integrate social media on your website?	8
b)	What is search engine? Name and describe the different type of search engine	7
Q.4	Explain in brief any Three of the following.	15
a)	Principles of Digital media	
b)	Search Engine Algorithms.	
c)	IT Act 2000	
d)	Digital ethics	
e)	Web analytics	



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Course Code: 131U08V503	Name of the Course: Brand Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) All questions are compulsory 2)Draw diagram wherever necessary 3) Marks to the left indicate full marks		

Question No.		Max. Marks
Q.1	<p>Case study:</p> <p>Coca-Cola a global beverage company has launched its products in various categories considering fierce competition in market. Coca-Cola has also launched a new beverage coffee product. Looking at the market Coca-Cola wants to bring back its clothing brand. The brand wants to introduce apparel products for men, women, and kids.</p> <p>As a brand manager answer the following questions with the help of above case.</p> <ol style="list-style-type: none"> 1. What are the product line expansion strategy would you suggest countering the competition? (05) 2. Identify current brand personality. Create a new Brand Personality using the big five. (05) 3. Define the target audience and who would you like to use as a Brand Ambassador based on your new personality. (05) 	(15)
Q.2	<p>A. Explain BCG concept. How brands Analyze the classification of BCG matrix along with suitable example. (15)</p> <p>OR</p> <p>B. What is brand positioning? Explain four components of brand positioning in detail. (08)</p> <p>C. Illustrate the difference between brand and product with suitable examples. (07)</p>	
Q.3	<p>A. What is brand equity? Discuss Brand Asset valuator model along with suitable examples. (15)</p> <p>OR</p> <p>B. Write a note on brand elements. Explain each with suitable examples. (08)</p> <p>C. Explain mix-branding strategy along with examples. (07)</p>	
Q.4	<p>Write short notes. (Any 3 out of 5)</p> <ol style="list-style-type: none"> 1. Branded house 2. Brand licensing 3. Difference between generic brand and generic branding 4. Graveyard brand equity model 5. Point-of-parity and Point-of-difference 	(15)



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Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1.	<p>Case Study</p> <p>A regional marketing agency, ABC Marketing, was planning a campaign for a local client. They had to decide whether to include print media as part of their marketing mix. To make an informed decision, they considered the advantages and disadvantages of print media.</p> <p>Questions-</p> <ol style="list-style-type: none">1. How can ABC Marketing leverage the tangibility of print media to create a memorable marketing campaign for their local client?2. Given the limited reach of print media, how can ABC Marketing ensure their message reaches the right local audience effectively?3. What strategies should ABC Marketing employ to mitigate the disadvantages of high production costs and inflexibility associated with print media in their campaign planning?	15
Q.2. A	<p>AVC Corporation is into electronics business. It wants to expand its business in Goa and Chennai. The marketing manager wants to know the sources of Media Research. Enumerate the same for him.</p> <p>OR</p>	15
Q.2. B	<p>ABC is a media agency, in this context explain the responsibilities of Media buyer and enlist the skills required for a media buyer.</p>	15
Q.3. A.	<p>AMEP Ltd. manufactures leather bags. The top management wants to understand the media planning process in detail. Describe the same.</p> <p>OR</p>	15
Q.3. B.	<p>Gourmet delights sells vegan products. In this context, explain the factors affecting media strategy decisions.</p>	15
Q.4	<p>Write the following concepts (Attempt any 3)</p> <ol style="list-style-type: none">1. Television buying2. Enlist the advantages and disadvantages of using Social media3. Affiliate Marketing4. Omni channel approach	15



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Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)All questions are compulsory. 2) Provide appropriate examples wherever necessary.		

Question No.		Max. Marks
Q.1	<p>Women employed at a clothing factory revealed that they are compelled to work continuously, often stretching into the night, and are given no time for rest. Some reported instances of being forced to stay overnight to complete orders, leading to conditions where they sleep on the factory floor. The endless working hours and no concern for worker well-being have created an atmosphere of exploitation and discontent.</p> <p>Explore the ethical dilemma faced by factory owners and managers in balancing production demands with the welfare of workers.</p>	15
Q.2	<p>Critically evaluate a moral dilemma using multiple ethical perspectives.</p> <p>OR</p> <p>Compare and contrast hedonism and utilitarianism, highlighting their ethical implications.</p>	15
Q.3	<p>Provide an in-depth explanation of the key elements of a media professional's code of ethics.</p> <p>OR</p> <p>Apply principles of justice to a scenario involving punishment and discuss the ethical implications.</p>	15
Q.4	<p>Write short notes on any three of the following:</p> <ul style="list-style-type: none">A) Distinction between morality and lawB) Immanuel Kant's contribution to ethical frameworkC) Basic principles of utilitarianismD) Gandhian ethicsE) Ethical issues related to economic justice	15