



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	131U08C501 – Digital Media	
2.	131U08C502 – Professional Ethics	
3.	131U08V507 – Business Journalism	
4.		
5.		
6.		
7.		
8.		
9.		
10.		



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November / December 2024		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 08	Class: TY	Semester: V
Programme: BAMCJ (Hons)		
Name of the Constituent College: S K Somaiya	Name of the Department : Mass communication	
Course Code: 131U08C501	Name of the Course: Digital Media	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q1	"Under the Stars" is a new fantasy fiction novel that has been launched by an author. Your responsibility as a Social Media Manager for the author is to create a <i>360 Degree Digital Marketing campaign</i> to promote the book. The aim of this campaign is to <i>Build awareness</i> for the author and the book.	15	CO1
Q 2 a) b)	What is SEO? and Explain how Search Engines work? OR What is SEM and explain how Searcher's Intent can be useful in developing an effective SEM strategy?	15	CO2
Q 3 a) b)	User-generated content often involves the remixing, sharing, or adaptation of existing content (e.g., memes, reaction videos). What are your views on the ownership and intellectual property rights of UGC content? Should content creators have full rights over their UGC, or does the collaborative nature of the internet complicate ownership? OR Distinguish between Traditional Media and Digital Media? Elaborate your thoughts on how Traditional media can still be used to raise awareness amongst brands or with individuals?	15	CO3, CO4
Q 4 a) b) c) d) e)	Explain in Brief any Three of the following: Artificial Intelligence Big Data and Data management platforms E- commerce Platforms Digital Security Plagiarism	15	CO2, CO5



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Semester V (July to Oct 2024)		
Examination: End Semester Examination Oct/Nov 2024 (UG Programmes)		
Programme code: 08 Programme: BA MCJ(H)	Class: TY AD & JOURN	Semester: V
Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department MASS COMMUNICATION	
Course Code: 131U08C502	Name of the Course: PROFESSIONAL ETHICS	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Answer all questions. 2) follow the instructions		

Question No.	Question 1 Case study is compulsory.	Max. Marks	Co Attainment
Q.1	<p>You are a senior officer at an intelligence agency working for the internal security of the nation. You find out that a junior officer has been a victim of honey trapping through social media. In all of this, his phone was hacked and confidential files were leaked.</p> <p>The entire department has come together and wants you to take strict action against that officer for his behavior. That junior officer is highly skilled and a valuable asset for the organisation. He is also very close to you as you have mentored him throughout and he also respects you a lot. Moreover, any action against him might attract media attention and bring a bad reputation to the organisation at large.</p> <p>(A) What are the ethical issues involved and the options available to you in such a situation?</p> <p>(B) Also, suggest a course of action you would like to follow.</p>	15 m	CO 3
Q.2	<p>A) Critically examine any 3 basic principles of Morality with 2 suitable examples each.</p> <p>OR</p> <p>B) Elucidate how social media and online advertising impact the ethical considerations of Advertising.</p>	15 m	CO 2 CO 3
Q.3	<p>A) "Much of Advertising is designed to evoke and provoke emotions and weaker instincts of human beings often become prey to it, and it strips the consumer of his/her sovereignty" Justify the statement with relevant examples.</p> <p>OR</p> <p>B) Explain the following types of Ethics with suitable examples- i) Utilitarianism. ii) Virtue ethics iii) Deontology</p>	15 m	CO 3 CO 2
Q.4	Answer any 3 out of 5	3*5m-	

	a) Universal value- Truth b) Explain any 2 personal ethics. c) Explain ONE self-serving bias behavior. d) Beneficence e) Treat others the way you want yourself to be treated.	15m	CO 1 CO 5 CO 4 CO3 CO5



November 2024

Examination: End Semester -V Examination (UG Programmes)

Programme code: 08		Class: TY	Semester: V
Programme: BAMCJ (HONS)			
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department: MASS MEDIA	
Course Code: 131U08V507	Name of the Course: Business Journalism		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks	CO
Q.1	Walk me through how you would research and report on specialized fields such as Business, medicine, science and technology, politics, foreign affairs, sports, arts, consumer affairs, religion, crime or education. (Any 4 topic)	15	4
Q.2	Identify any one topic from the recent Civic Issues or social crime which wasn't widely covered in mainstream media and analyse how it was discussed on alternate medium and social media? a) Explain the importance of social media and what if it wasn't there, can it replace mainstream media and is it more efficient? b) Its Pros and Cons in your own words with example OR Explain, ethical issues in business & in business journalism. What is the role of Banking, finance and business before and after industrialisation.	15 8 7	2 4 1
Q.3	Explain in your words how large is TATA Group, its inception, success stories and how it became an emotionally connected next door brand? OR What Makes a good Business Story? Where & how to find stories? How to take effective conference notes and how to build useful contact?	15 8 7	2 4 4
Q.4	Write short notes on (Any Three) Difference between proprietorship and corporations 1992 Harshad Mehta Scam BSE SEBI Liberalization	15	1 4 4 4 3