

# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Bachelor of Arts (Mass Communication &amp; Journalism) – BAMCJ</b>	<b>SEM: V</b>
	<b>NOV-2024</b>

Sr. No.	Subject	Available
1.	131U08V501 – Media Planning & Buying	
2.	131U08V502 – Consumer Behavior	
3.	131U08V503 – Brand Management	
4.	131U08V505 - Data Journalism	
5.	131U08V506 – Photojournalism	
6.		
7.		
8.		
9.		
10.		



LIBRARY



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VIDYAVIHAR UNIVERSITY

**Semester November / December 2024**

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

<b>Programme code: 08</b>		<b>Class: TY</b>	<b>Semester: V</b>
<b>Programme: BAMCJ</b>			
<b>Name of the Constituent College: S K Somaiya</b>		<b>Name of the Department: Mass communication</b>	
<b>Course Code: 131U08V501</b>	<b>Name of the Course: Media Planning &amp; Buying</b>		
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>		
<b>Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)Use of calculator is allowed</b>			

Question No.																																																														
Q.1	<p>Create a Media Plan for Sony Smart television costing 150000. The schedule is for 2 months. The advertisements are in colour. Budget for the print campaign is 3 crore.</p> <p>Magazine : Single and / or double spread . Newspaper : Half page.</p> <p>Use rate card given below:</p> <table><tr><th>Dailies</th><th>Readership 000's</th><th>Rate (in sq. cm.)</th><th>Magazine</th><th>Readership 0000's</th><th>Rate (Full page) Special effects B/W</th></tr><tr><td>The Times of India</td><td>6092</td><td>3900</td><td>India Today(HINDI) W</td><td>11700</td><td>6,20,000</td></tr><tr><td>The Financial Express</td><td>1225</td><td>950</td><td>Sarita (M)</td><td>4125</td><td>2,75,000</td></tr><tr><td>Business Standard</td><td>4850</td><td>1915</td><td>Reader's Digest (M)</td><td>2321</td><td>2,25,000</td></tr><tr><td>Punjab Kesari</td><td>3860</td><td>930</td><td>The Vogue (F)</td><td>4100</td><td>2,80,000</td></tr><tr><td>The Economic times</td><td>1428</td><td>2050</td><td>The Digit (W)</td><td>1125</td><td>1,20,000</td></tr><tr><td>Malayala Manorama</td><td>6850</td><td>1650</td><td>Business India (F)</td><td>750</td><td>3,45,000</td></tr><tr><td>The Hindu</td><td>3100</td><td>2050</td><td>The Week (W)</td><td>1281</td><td>2,07,000</td></tr><tr><td>Dainik Bhaskar</td><td>15250</td><td>2069</td><td>Chitralekha (Gujarati) (W)</td><td>1550</td><td>1,92,500</td></tr><tr><td>Navbharat Times</td><td>2872</td><td>925</td><td>The Electronics (F)</td><td>1265</td><td>1,85,000</td></tr></table> <p>Rate : Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w))</p>	Dailies	Readership 000's	Rate (in sq. cm.)	Magazine	Readership 0000's	Rate (Full page) Special effects B/W	The Times of India	6092	3900	India Today(HINDI) W	11700	6,20,000	The Financial Express	1225	950	Sarita (M)	4125	2,75,000	Business Standard	4850	1915	Reader's Digest (M)	2321	2,25,000	Punjab Kesari	3860	930	The Vogue (F)	4100	2,80,000	The Economic times	1428	2050	The Digit (W)	1125	1,20,000	Malayala Manorama	6850	1650	Business India (F)	750	3,45,000	The Hindu	3100	2050	The Week (W)	1281	2,07,000	Dainik Bhaskar	15250	2069	Chitralekha (Gujarati) (W)	1550	1,92,500	Navbharat Times	2872	925	The Electronics (F)	1265	1,85,000	15
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Q.2	<p><b>A Answer the following</b></p> <p>1. <b>Media 1:</b> Reach= 55, Frequency= 10, TPC 8, 00,000, AEC= 40,000</p> <p><b>Media 2:</b> Reach =20, Frequency=15 , TPC=5, 00,000, AEC= 60,000.</p> <p>Find the % TA, GRP and CPRP for media1 and media2</p>	8																																																												



	<p>2. Find out average frequency of the advertisement in the magazine using the data given below :-</p> <p>X Y Z Magazines</p> <p>Readership: Magazine X 65,000, Magazine Y 30,000, Magazine Z 35,000.</p> <p>Duplication of Magazine X : with Magazine Y 3,000, with Magazine Z 5,000</p> <p>Duplication of Magazine y : with Magazine X 4,000,with Magazine Z 5,000</p> <p>Duplication of Magazine Z : with Magazine X 3,000,with Magazine Y 4,000</p> <p>Insertions: Magazine X = 5 Magazine Y = 6 Magazine Z = 7</p> <p>OR</p> <p><b>Q2 B Answer the following</b></p> <p>1.Do you agree - Digital media has brought a revolution in Media Buying and Planning. Justify your answer.</p> <p>2. What are the factors to be considered for the choice of Newspapers medium in media planning (7M)</p>	<p>7</p> <p>8</p> <p>7</p>
Q.3	<p><b>A Answer the following</b></p> <p>1.Enumerate in details the advantages and disadvantages of digital medium in India.</p> <p>2.Identify the most effective cross media that you would suggest as a media planner for a new electrical 2 wheeler company.</p> <p>OR</p> <p><b>Q3 B Answer the following</b></p> <p>1.Explain various media scheduling strategies.</p> <p>2. What is Transit advertising? Explain it types and how it's an effective medium for an advertiser.</p>	<p>8</p> <p>7</p> <p>8</p> <p>7</p>
Q.4	<p><b>Write short note on following (Any 3)</b></p> <p>1.Native advertising in digital media</p> <p>2. Programmatic buying in digital media</p> <p>3.POP advertising</p> <p>4. Law of Persuasion in media buying</p> <p>5. NCCS</p>	15



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**November / December 2024**

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

<b>Programme code: 08</b>		<b>Class: TY</b>	<b>Semester: V</b>
<b>Programme: BAMCJ</b>			
<b>Name of the Constituent College: S K Somaiya</b>		<b>Name of the Department : Mass Communication</b>	
<b>Course Code: 131U08V502</b>	<b>Name of the Course: Consumer Behaviour</b>		
<b>Duration : 2 Hr.</b>	<b>Maximum Marks : 60</b>		
<b>Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary</b>			

<b>Question No.</b>		<b>Max. Marks</b>	<b>CO</b>
Q1	<p>In the early 1990s, James Jebbia was a burgeoning fashionista in New York City's underground scene, who worked his way up the ranks at Parachute and opened the proto-streetwear stores Union NYC and Stussy — the latter with surfer and surf-wear pioneer Shawn Stussy. Then, with Stussy leaving the retail game, Jebbia was looking for his next big move and found it in a storefront on Lafayette Street.</p> <p>Supreme opened in 1994 with a staff of edgy, anti-commercial kids with attitude. They were confident, fearless, opinionated, and unapologetically authentic — traits that carried into the overall energy in and around the store. It was intimidating, yet intriguing — and ultimately the workings of Supreme's cult-like appeal.</p> <p>They threw together a logo to meet a t-shirt print run deadline, and an inventory that was best described as "sporadic." The store cultivated a minimalist aesthetic, which was good because in the early days before digital inventory management and AI-powered sales projections, and before Supreme was valued at \$1 billion USD, keeping the store stocked with board decks and t-shirts was a challenge. The store would either run into cash crunches and be hard-pressed to fill shelves or would order small quantities out of fear of being stuck with poorly selling merchandise.</p> <p>The store was a hit almost immediately. Jebbia, taking advantage of connections made at Parachute, Union, and Stussy, brought in a ragtag gang of socialites, artists, musicians, and even the occasional real skateboarder, who would come to the store to hang out as much as to shop. It became a sort of modern-day Parisian cafe, a place where one could come to have a conversation about Puff Daddy and Patssi Valdez, all while enjoying a discreet beer or malt liquor.</p> <p>From these humble roots, Supreme grew into an empire that now spans 11 locations, publications and visual art, and the top prize for menswear at the 2018 Council of Fashion Designers of America Awards. Along the way, it has collaborated with iconic brands like Louis Vuitton and Comme des Garçons, and iconic personalities like Lady Gaga and Lou Reed. But how did it get here? What's the brand's secret sauce?</p>	15	CO1 and CO2

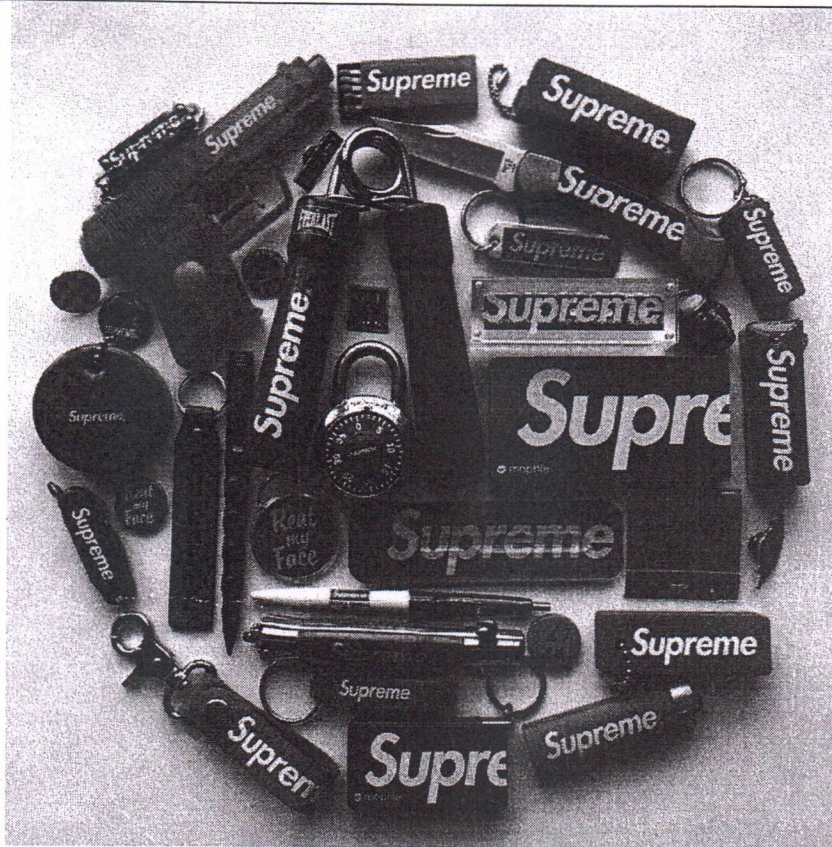


Take the “drop” — an often spontaneous (though occasionally scheduled) release of new products, with the actual contents of the release a closely guarded secret. These drops have come to define streetwear and sneakerhead culture, with brands from Nike to Gucci holding events at which they parcel out carefully controlled quantities of new releases to lines of adoring fans. Supreme pioneered the approach, initially writing it off as the struggle of a small business to stock inventory, but eventually making these limited release events a core part of their business model.

Relying on an artificial scarcity model has given Supreme the ability to keep prices low (relative to legacy fashion brands like Gucci and Louis Vuitton), while still providing the exclusive feeling of higher-tier luxury goods. More than that, it has become its own marketing — rather than having launch parties for new collections twice a year, Supreme has managed to turn their Thursday “drop” into a can’t-miss event. One filled not with press, influencers, and industry insiders, but with loyal fans who accomplish the same task as the former (spreading awareness and hype about the brand) without needing to be bribed with open bars and hors d’oeuvres.

The collab (collaboration) is another streetwear staple that was formalized by Supreme. Perhaps owing to their close proximity to the art and outsider couture hub of New York in the 1990s, or perhaps thanks to Jebbia’s keen eye for cross-promotional opportunities, Supreme has a long history of partnering with incredible people and brands. Their style of Supreme X Brand collabs has been aped by just about every fashion brand in existence at this point, but in the late 90’s it was almost unheard of in mainstream culture. From skateboard decks designed by Damien Hirst to Lou Reed t-shirts, the brand has managed to carve a wide swath through underground culture far beyond their center as skatewear.





**Supreme**

- A. Mention the reasons for the success of brand supreme till 2017-18 and your opinion on streetwear and its influence on modern consumers
- B. Looking at the images of Supreme signature products and logo would an Indian consumer buy it? and what are your opinion about its branding elements

Q 2	<p>A. Consumerism impact on you as an individual and which factors play a critical role on your buying behaviour</p> <p>or</p> <p>B. Mention 5 traits that you have experienced or observed as a modern urban consumer with example and justification</p>	15	CO2 & CO3
Q 3	<p>a) Analyze the cognitive and emotional factors of dark consumerism which drives consumer behavior in today's market using real world examples.</p> <p>OR</p> <p>b) ) Distinguish between customer and consumer with the help of suitable examples. Discuss the importance of consumer research in the discipline of consumer behavior.</p>	15	CO1 and CO3
Q4	<p>Write short notes on any three of the following?</p> <ul style="list-style-type: none"> <li>• Super Consumer</li> <li>• Risk Vs Crisis Communication</li> <li>• STP process in Consumer Behavior</li> <li>• Psychoanalytic model</li> <li>• Dark Consumerism</li> </ul>	5x3=15	CO2, CO3 and CO 4



November / December 2024		
Examination: End Semester Examination (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	CO
Q.1	<p>Case study: Snickers is a chocolate bar consisting of caramel and peanuts, all encased in milk chocolate. The bars are made by the American company Mars Inc. It is widely considered the bestselling candy bar in the world. Snickers has expanded its product line to include variations such as mini, dark chocolate, white chocolate, ice cream bars, and several nut, flavour, and protein-enhanced versions. It is also available in all sizes. The brand feels that the chocolate market is saturated and wants to try something new. Snickers wants to introduce new product in the market in the same product category. As a brand manager answer the following questions:</p> <p>A. What leveraging strategy would you like to recommend to Snickers? Justify. (05)</p> <p>B. Explain and justify positioning strategy would you like to suggest after leveraging strategy. (05)</p> <p>C. What would be the brand personality after leveraging strategy. Justify. (05)</p>	(15)	CO2 & CO6
Q.2	<p>A. Discuss brand equity. Explain brand equity 10 model in detail. OR B. Discuss brand management process with suitable examples. C. Discuss advantages and disadvantages branding.</p>	(15) (08) (07)	CO3 CO4 CO2
Q.3	<p>A. Discuss brand architecture. Explain brand architecture strategies in detail. OR B. Explain GE/ McKinsey model with suitable examples. C. Explain multi-product branding strategies along with suitable examples.</p>	(15) (08) (07)	CO7 CO3 CO5
Q.4	<p>Write short notes. (Any 3 out of 5)</p> <ol style="list-style-type: none"> <li>Levels of product</li> <li>Brand licensing</li> <li>Product-related and non-product related categories</li> <li>Five categories of brand equity</li> <li>Brand anatomy</li> </ol>	(15)	CO1 CO2 CO5 CO5 CO3





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Examination: End Semester Examination (UG Programmes)			
Programme code: 08 Programme: BAMCJ		Class: TY	Semester: V
Name of the Constituent College: S K Somaiya		Name of the Department: BAMMC	
Course Code: 131U08V505	Name of the Course: Data Journalism		
Duration : 2 Hr.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	CO
Q 1.	Elaborate on all the possible sources used for data journalism, and their importance.	15	2
Q 2. A	Discuss use of data for preparing niche stories.	15	1
Q 2. B	<b>OR</b> Explain the importance of organizing and verifying data for journalism.	15	3
Q 3. A	Explain data privacy. How data is misused? Give suitable examples.	15	3
Q 3. B	<b>OR</b> Analyze the importance of creating visually appealing data.	15	4
Q 4.	<b>Write short notes on (Any 3):</b>	15	
A	Anatomy of data story		5
B	Summarization and simplification of data for common audiences		3
C	Usage of data for public interest story		1
D	Role of data in exposing scam		5
E	Ethics of data visualization		5



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Programme code: 08		Class: TYBA		Semester: V	
Programme: BAMCJ					
Name of the Constituent College: S K Somaiya			Name of the Department - <del>MJC</del> Mass Communication		
Course Code: 131U08V506		Name of the Course: Photojournalism			
Duration : 2 Hr.		Maximum Marks : 60			
Instructions: 1) All questions are compulsory. 2) Provide suitable examples to your answers. 3) Attempt either A or B in Q 2 and Q 3					

Question No.		Max. Marks	CO
Q1	What are the different types of lenses? Give its uses and limitations in working with each.	15	2.4
Q 2	A) Discuss the elements of Visual news story telling. OR B) Which software is used in photo editing? Discuss two in detail	15	1.1 3.5
Q 3	A) Why is co-ordination necessary among different sections of newsprint industry? Give details of your contribution as a photojournalist. OR B) Construct a story as photojournalist on upcoming 'Maharashtra assembly elections 2024' focusing your lenses on rural and women development in the state.	15	1.2 4.3
Q 4	Write Short Notes of the Following (any 3)  A. Focus and focal length B. Street photography C. Role of photojournalist in newsroom D. History of photography in India E. Digital archives	15	2.3 4.1 1.2 1.1 3.4