



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH:</b> Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (Hons.)	<b>SEM:</b> VI
	<b>APR-2025</b>

Sr. No.	Subject	Available
1.	131U08V601 – entrepreneurship Management	
2.	131U08C601 – Copy Writing	
3.	131U08C602 – Advertising & Marketing Research	
4.	131U08V605 – Broadcast Journalism	
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VIDYAVIHAR UNIVERSITY

April 2025

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

<b>Programme code: 08</b>		<b>Class: TY</b>	<b>Semester: VI</b>
<b>Programme: BAMCJ (Hons)</b>			
<b>Name of the Constituent College: S K Somaiya</b>		<b>Name of the Department</b> Mass communication	
<b>Course Code: 131U08V601</b>	<b>Name of the Course: Entrepreneurship Management</b>		
<b>Duration : 2 Hr.</b>	<b>Maximum Marks : 60</b>		
<b>Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary</b>			

Question No.		Max. Marks	CO
Q1	<p>Founded in 2003 by Martin Eberhard and Marc Tarpenning, Tesla Motors was later taken over by Elon Musk, who became CEO in 2008. Tesla's mission is to accelerate the world's transition to sustainable energy by producing electric vehicles (EVs). Tesla has grown from a small startup into the world's most valuable car manufacturer, thanks to its high-performance EVs, innovation in battery technology, and Musk's visionary leadership.</p> <p>Answer the Following questions:</p> <ol style="list-style-type: none"><li>1) How did Tesla segment its customer base, and how did this segmentation affect its product design and pricing strategy?</li><li>2) How would you assess Elon Musk's leadership style? How did it contribute to Tesla's successes and challenges?</li><li>3) How does Tesla's focus on sustainability influence its competitive advantage?</li></ol>	15	C01, C05
Q 2	<p>Oriflame is a business company that operates primarily on Word-of-mouth basis and operates for the age group of 30-45 aged women. What should they be doing to expand their TA to Gen-Z.</p> <p>OR</p> <p>Create a Business plan for a business in the <i>Travel sector</i> catering to <i>College kids</i>. The business could be for a product or even a service. Include all the necessary elements required in a business plan.</p>	15	C08, C10
Q 3	Elaborate on the different external factors influencing Entrepreneurship.	15	C04



	OR		
	Distinguish between Innovation and Invention with suitable examples.		
Q4	Write short Notes (Any 3 of 5) 1. Ancillarisation 2. Key characteristics of Intrapreneurship 3. Risk Management plan 4. Venture Development 5. Importance of Social Entrepreneurship	15	C02



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April 2025		
Examination: End Semester Examination March/April 2025 (UG Programmes)		
Programme code: 08. Programme: BAMCJ(H)	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department MASS COMMUNICATION	
Course Code: 131U08C601	Name of the Course: Copy Writing	
Duration : 2 Hrs.	Maximum Marks : 60	

Question No.		Max. Marks	CO
Q1.	<p>CASE STUDY</p> <p>Dabur Red Paste - One of the Ayurvedic Toothpaste for Bad Breath &amp; Gum infection. Dabur Red Paste is a unique blend of traditional Indian medicine and modern science bringing out the best of both.</p> <p>Dabur Red paste is launching a Multi media campaign:</p> <p><b>Answer the following</b></p> <ol style="list-style-type: none"><li>Prepare a creative brief for making impact on the target Audience.</li><li>Create a print advertisement campaign based on the creative brief (One advertisement).</li><li>Prepare a 30 sec story board for Television commercial based on the creative brief</li></ol>	15	III & VI
Q 2	<p>Answer the Following:</p> <ol style="list-style-type: none"><li>Write a Radio Spot (30 sec) to promote Parle Glucose Biscuit</li><li>What are the essentials of writing a good copy for Women?</li></ol>	15	IV
	<p><b>OR</b></p> <p>Answer the Following:</p> <ol style="list-style-type: none"><li>Write a press release on behalf of KVIC. On the occasion of festival season, Khadi and Village Industries Commission offering the gift of increase in wages to lakhs of artisans. KVIC announced that the wages of Khadi artisans will be increased by 20 percent from June 1, 2025.</li><li>Write a copy for email message promoting Ching's Secret which is dedicated to crafting chutneys, instant soups, Chinese spices, sauces, and noodles</li></ol>		II
Q 3	<p>Answer the Following:</p> <ol style="list-style-type: none"><li>Write a direct mailer to the prospective buyer promoting Samsung Home theatre HW-Q990B, Priced at Rs 1,04,990</li><li>Elaborate on the Principles of Copywriting</li></ol>	15	V
	<p><b>OR</b></p> <p>Answer the Following:</p> <ol style="list-style-type: none"><li>Create a copy for an outdoor poster for, Bisleri packaged mineral water</li><li>Discuss Fear appeals in advertising with examples</li></ol>		II
Q 4	Write short Notes on Any Three	15	I

- |  |   |  |  |
|--|---|--|--|
|  | <ul style="list-style-type: none"><li>a. Write a copy for sms campaign for inviting people to Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (CSMVS), creating awareness and sensitivity towards our rich heritage through a visitor-friendly museum for the purposes of education, study and enjoyment of the public.</li><li>b. Evaluate any one television commercial to have use sex appeal</li><li>c. Discuss various Elements of Print advertisement</li><li>d. Brainstorming</li><li>e. Big Idea</li></ul> |  |  |
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**April 2025**

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

<b>Program code: 08</b>			<b>Class: TY</b>	<b>Semester: VI</b>
<b>Programme: BAMCJ (Hons)</b>				
<b>Name of the Constituent College: S K Somaiya</b>			<b>Name of the Department: Mass Communication</b>	
<b>Course Code: 131U08C602</b>		<b>Name of the Course: Advertising &amp; Marketing Research</b>		
<b>Duration : 2 Hr.</b>				<b>Maximum Marks : 60</b>
<b>Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)</b>				

Question No.		Max. Marks	CO
Q1	Amazon introduced the Prime membership program to improve customer retention and loyalty. After a year, survey data shows that while delivery speed and streaming content are highly rated, customer satisfaction with pricing and exclusive offers is mixed. As a market researcher: A) Develop a detailed questionnaire to measure customer satisfaction across different service categories (e.g., delivery, streaming, pricing). B) Explain how you would apply sampling techniques to ensure a balanced representation of different customer segments.	15	1
Q 2 A	Discuss the role of product research in advertising research. How does it help in improving marketing strategies? <b>OR</b>	15	2,3
Q 2 B	Explain the process and importance of copy testing and campaign testing in advertising research.	15	
Q 3 A	What are the essential elements of a research report in marketing research? Illustrate with examples <b>OR</b>	15	1,4
Q 3 B	Explain the importance of hypothesis formation in communication research. How are rating and non-rating methods used to test hypotheses?	15	
Q. 4	Write Short Notes on (Any Three) 1. Types of Scaling Techniques 2. Observation Research 3. Techniques of Copy Testing 4. Importance of Marketing Research 5. Packaging Research	15	1 2 3 4 4





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Semester (November 2024 to April 2025) Examination: End Semester Examination April 2025 (UG Programmes)		
Programme code: 08 Programme: BAMCJ (HONS)	Class: TY	Semester: VI
Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08V605	Name of the Course: Broadcast Journalism	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO
Q.1	As you are about to graduate - Explain in your own words, on the basis of your experience throughout the process. <ul style="list-style-type: none"><li>- Broadcasting medium of your interest, why you are inclined towards it, how can we make it even better &amp; difference can you make.</li><li>- Journalism beats of your choice, why does it attract you or influence you and how can we make it better.</li></ul>	15	2
Q.2	Prepare a questionnaire for interviewing a Businesswomen/man or Entrepreneur of your choice, who has impacted numerous lives, socially responsible and inspiring, not necessarily should be a billionaire. Please mention why you chose particular Businesswomen/men, frame at least 10 questions which should reflect the journey, high & low points, their relevance in changing. OR b) Discuss a recent film that has left a mark on your mind and why. c) Discuss the difference between News as information, education and entertainment with examples.	15  8 7	2  3 1
Q.3	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 b) Discuss the history of Radio in India. c) News about the environment and other social problems should get more importance in the media. What is your opinion?	15  8 7	3  1 2
Q.4	Write short notes on (Any Three) News Source DTH News Beats Crime Reporter Organizational Structure of TV News Channels	15	4