



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Bachelor of Arts (Mass Communication &amp; Journalism) – BAMCJ (HONS)</b>	<b>SEM: VI</b>
	<b>MAR/APR-2023</b>

Sr. No.	Subject	Available
1.	131U08V601 – Entrepreneurship Management (A)	
2.	131U08V601 - Entrepreneurship Management (B)	
3.	131U08V602 - Advertising Agency Management (A)	
4.	131U08V602 - Advertising Agency Management (B)	
5.	131U08C603 – Communication For Development	
6.	131U08C603 – Advertising Marketing Research	
7.	131U08V603 – Integrated Marketing Communication (A)	
8.	131U08V603 – Integrated Marketing Communication (B)	
9.	131U08V603 – Integrated Marketing Communication (C)	
10.	131U08C604 – International Communication (A)	
11.	131U08C604 – International Communication (B)	
12.	131U08V607 – Investigative Journalism (A)	
13.	131U08V607 – Investigative Journalism (B)	
14.	131U08V608 – Journalism & Public Opinion (A)	
15.	131U08V608 – Journalism & Public Opinion (B)	

16. 131U08V605 - Broadcast Journalism





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Semester VI(November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code:40 Programme: BA MCJ (Hons)	Class: TY AD	Semester: VI
Name of the Constituent College: SK Somaiya College	Name of the Department Department MASS COMMUNICATION	
Course Code: 131U08V601	Name of the Course: Entrepreneurship Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1	Give an analysis in regards to the Business, Social Presence, Image of the brand, Audience perception and anything you feel relevant for either of the following brands. 1. Cred 2. BharatPe 3. Zerodha 4. Dream11 5. PharmEasy	15
Q.2 A	A.1 What do you think is the ideal TA for fast growing retail chain of homegrown sustainable products  A.2 PC Jewellers is a household name in the jewelry market between the age group of 35-40. What should they be doing to expand their TG to Millennials and Gen Z	7 + 8
OR		
Q.2 B	The current business model of Razorpay is b2b. Suggest marketing plans to activate B2C channels	15
Q.3 A	Identify a problem that exists in the Fintech sector and suggest ways to solve it	15
OR		
Q.3 B	Define 5 traits of an Entrepreneur and why are they important and what does an entrepreneur use them for?	15
Q.4	Short notes: Any three  a. Identify the right revenue streams for a fast growing dating app b. Suggest marketing activities to set up a new unit of Kajaria Tiles in interior segment in Tier 1 Cities c. Explain the Concept of Valuations and Funding d. Zepto is currently valued at 170Mn Dollars. Its average sales for the last 2 years is 25Mn dollars. They are burning Money. Zepto is looking to raise more than 100MN. What should be the valuation? e. If you were the CEO of Apple for one day tomorrow. What would you do?	15





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Programme code:40	Class: TY	Semester: VI
Programme: BA MCJ (Hons)		
Name of the Constituent College: SK Somaiya College	Name of the Department	
Course Code: : 131U08V601	Name of the Course: Entrepreneurship Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1	Give an analysis in regards to the Business, Social Presence, Image of the brand, Audience perception and anything you feel relevant for the brand Meesho or Mamaearth	15
Q.2 A	A.1 What do you think is the ideal TA for fast growing restaurant chain selling vegan food options  A.2 Tupperware is a household name in the Indian market between the age group of 35-40. What should they be doing to expand their TG to Millennials and Gen Z	7 + 8
OR		
Q.2 B	The current business model of Groww is b2C. Suggest marketing plans to activate B2B channels	15
Q.3 A	Identify a problem that exists in the EdTech sector and suggest ways to solve it	15
OR		
Q.3 B	Define 5 traits of an Intrapreneur and why are they important and what does an entrepreneur use them for?	15
Q.4	Short notes: Any three  a. Identify the right audience streams for a fast growing dating app b. Suggest marketing activities to set up a new unit of Godrej Capital in HNI and UHNI segment c. Give a valuation ask for a brand currently valued at 200Mn dollars making losses worth 80Mn and now raising 50Mn d. Dunzo is currently valued at 2.3Bn Dollars. Its average sales for the last 2 years is 250Mn dollars. They are burning Money. Dunzo is looking to raise more than 100MN. What should be the valuation? e. If you were the CEO of Microsoft for one day tomorrow. What would you do?	15





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Semester (November 2022 to March 2023)			
Examination: End Semester Examination March/April 2023 (UG Programmes)			
Programme code: 40		Class: TY	Semester: VI
Programme: BAMCJ (Hons) Core Subject			
Name of the Constituent College:		Name of the Department:	
SK Somaiya College		Mass Communication	
Course Code: 131U08V602		Name of the Course: Advertising Agency Management	
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><b>Case Study:</b></p> <p>Established in 1996, Whirlpool of India Ltd. (WIL) set out to capture the Indian Market with its customer-centric approach. The company gained leadership in the direct cool refrigerator segment with a significant share in the washing machine market. However, with the entry of Korean conglomerates - LG and Samsung, WIL's rise to success came to a halt. Competing for the same market space, these Korean players are a host of technologically superior products at affordable rates through a strong countrywide network. Promoted aggressively and backed by a customer care service to please Indian customers, these products took away the market share from WIL in less than a decade. The Korean companies refined the customer service in the home appliances segment. To make a comeback in the Indian Market, as the Advertising Manager for Whirlpool:</p> <p>Prepare:</p> <p>a. Communication Plan b. Advertising objectives c. An advertising strategy using two IMC Tools</p>	5 5 5
Q.2A.	What are the various agency compensation methods for an advertising agency?	7
B.	Explain. "GAP 2 - The wrong service quality standards".	8
C.	OR Describe Consumer and Trade Oriented Sales	15
Q.3A.	What do you mean by Creative Boutiques?	7
B.	How will you explain In-House Agencies	8
	OR	
C	Elaborate the role of an Account Planner.	15
Q.4	Answer any three from the following:	
A.	Full Service Agencies with Examples.	5
B.	Media Buying Agencies	5



C.	Paradigm Shifts of a Consumer	5
D.	Why do agencies have planners?	5
E.	Role of Account Executive	5

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Programme code: 40	Class: TY	Semester: VI
Programme: BAMCJ (Hons) Core Subject		
Name of the Constituent College: SK Somaiya College	Name of the Department: Mass Communication	
Course Code: 131U08V602	Name of the Course: Advertising Agency Management	
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><b>Case Study:</b></p> <p>With an intention to give its brand a makeover, Air India's Maharaja, an iconic portly figure in regal garb and hands folded in Namaskar is being off loaded. Passengers are now being welcomed by a new and younger version of the mascot without a turban and having spiky hair, wearing jeans and sneakers. Since Air India is symbolized by the Maharaja and could not be retired, the company has decided to tweak his image to make it more in tune with changed times.</p> <p>The Maharaja now has a leaner, young, sporty and more dynamic look. The new Maharaja for Air India, indicates that it is also giving up its old legacy image and moving on with the times.</p> <p>With changing times and an intentional makeover, you are given the charge of marketing communications.</p> <p>Prepare:</p> <p>a. Communication Plan b. Advertising objectives c. An advertising strategy using two IMC Tools</p>	5 5 5
Q.2A. B.	What are the four stages of a client -agency relationship?	7
	What are the factors affecting the client-agency relationships?	8
	OR	
C.	Why do agencies lose clients?	15
Q.3A. B.	Explain. "GAP 1 - Not knowing what customers expect"	7
	As a Marketing Manager, what are the steps to follow for selection of the Ad agency for their brand?	8
	OR	
C	Elaborate the evaluation criteria in choosing an Ad Agency	15
Q.4	Answer any three from the following:	
A.	Limited Service Agencies.	5
B.	Specialized Agencies	5
C.	Moments of Truth for a Consumer.	5
D.	Why is In-House Agencies preferred more?	5
E.	Account Planning	5





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Semester VI (NOV 2022 to MARCH 2023)		
Examination: End Semester Examination March 2023 (UG Programmes)		
Programme code: 40 Programme: BA MCJ(H)	Class: TY J	Semester: VI
Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department MASS COMMUNICATION	
Course Code: 131U08C603	Name of the Course: COMMUNICATION FOR DEVELOPMENT.	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: All questions are compulsory. Each Question carries 15 marks.		

Question No.		Max. Marks
Q.1	"Indian media is playing an effective role in development communication". Explain this statement with a suitable case.	15 m
Q.2	A) Explain the inter relationship between environment and development. How do you see this inter relationship working in India? OR B) Define Development Journalism. What are the main features. Explain with suitable examples.	15 m
Q.3	A) "The better the communication facilities, the greater and faster the modernization". Explain this statement with suitable examples. OR B) Describe the role of participatory model of communication? Give an example from Indian scenario.	15 m
Q.4	Answer in short- 3 out of 5 a) Health sector and development journalism b) Rural development c) Role of TV in communicating development. d) SITE as a program in India e) ICT and development journalism.	3* 5m= 15 m



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Semester (Nov 2022 to Feb 2023)		
Examination: End Semester Examination March 2023 (UG Programmes)		
Programme code:40 Programme: BAMCJ(H)	Class: TY	Semester: VI
Name of the Constituent College: SKSC	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08C603	Name of the Course: Advertising Marketing Research	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks
Q.1	Prepare a questionnaire of 20 questions using various scales on the research topic of <b>“The Influence of Brand Reputation on Customer First Impression with special reference to Zudio stores in Mumbai city: An Analysis</b>	15
Q.2	a. Write a comprehensive note on the stages of research with examples. <b>OR</b> b. Summarize probability and non-probability method of sampling with suitable examples.	15
Q.3	a. Explain the difference between applied research and fundamental research with examples. <b>OR</b> b. Demonstrate the significance of copy research and packaging research in advertising research with suitable examples	15
Q.4	Write short notes on any three of the following?  a. Independent variables b. BCG matrix c. focus group interview. d. Empirical research e. Data analytics	5X5=15





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Semester (January 2024 to April 2024)		
Examination: End Semester Examination March/April 2023 (PG Programmes)		
Programme code:08		Class: TY
Programme: TY BAMCJ Hons (ADV)		
Name of the Constituent College: SKSC		Semester: VI
		Name of the Department : Mass Communication
Course Code: 131U08V603	Name of the Course: Integrated Marketing Communication	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3		

Question No.		Max. Marks	Co Attainment
Q.1	What are the different sales promotion techniques? Discuss the different sales promotion techniques used by TATA / Pepsi	15	CO 3
Q.2 a)	What is branding? Explain the importance & advantages & of Branding with suitable examples.	15	CO 2
	OR		
Q2.b)	Explain Public Relations. Comment on the role of PR in Integrated Marketing Communication.	15	CO3
Q.3 a)	Explain different types of advertising. Describe alternate media advertising	15	CO 2
	OR		
Q3 b)	Define IMC. Explain the different IMC tools with suitable examples.	15	CO 1
Q4)	Write short notes on (Any three) a) USP b) Brand Equity c) AIDA d) Digital Advertising e) Elements of copywriting	5x3 15	CO 1 CO 2 CO 3 CO 4 CO 3



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Semester VI(November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 40 Programme: BA MCJ (Hons)	Class: TY	Semester: VI
Name of the Constituent College: SK Somaiya College	Name of the Department Department MASS COMMUNICATION	
Course Code: 131U08V603	Name of the Course: IMC	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Each question carries 15 marks. All questions are compulsory		

Question No.		Max. Marks
Q.1	Elaborate various tools and techniques of IMC	15
Q.2 A	A.1 Suggest a brand archetype and platform strategy for the launch of a new Sabyasachi Collection in India  A.2 What should be the personality and tonality of ITC Consumer products on Social Media	7 + 8
OR		
Q.2 B	Provide a marketing plan or a calendar for the promoting Tourism in West Bengal	15
Q.3 A	What do you think you should be doing strategically to create a category for sextech in India	15
OR		
Q.3 B	What is a social persona	15
Q.4	Short notes: Any three  a. Archetype b. AIDA c. DAGMAR d. Platform Strategy e. Content Architecture	15





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Programme: BA MCJ (Hons)		
Name of the Constituent College: SK Somaiya College	Name of the Department MASS COMMUNICATION	
Course Code: : 131U08V603	Name of the Course: IMC	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Each question carries 15 marks. All questions are compulsory		

Question No.		Max. Marks
Q.1	Explain Digital Advertising, OOH, Print, Radio with suitable examples	15
Q.2 A	A.1 Suggest a brand archetype and platform strategy for the launch of a new vertical of Aditya Birla Capital's kids toys unit  A.2 What should be the personality and tonality of Myntra Men's separate handle	7 + 8
OR		
Q.2 B	Explain AIDA Model in detail.	15
Q.3 A	What do you think you should be doing strategically to create a category for Farmtech in India	15
OR		
Q.3 B	What is a social content strategy	15
Q.4	Short notes: Any three  a. Hero Idea b. Brand Persona c. Strategy d. Communication Narrative e. Insight	15



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Programme code: 40 Programme: BAMCJ(H)	Class: TY	Semester: VI
Name of the Constituent College: SK Somaiya College, SVU	Name of the Department MASS COMMUNICATION	
Course Code: 131U08C604	Name of the Course: International Communication	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks
Q.1	<b>“Artificial Intelligence should augment human intelligence, not replace it”</b> Discuss your perspective on the above statement with relevant examples	15
Q.2	a. Analyze the terms- <b>misinformation, disinformation</b> in Indian media industry with relevant case studies.  OR  b. Define the term ‘news flow imbalance’ in the context of the formation of New World Information Communication Order (NWICO).	15
Q.3	a. Delineate the relevance of theory of information society in this digital age with case studies.  OR  b. Elucidate a few contemporary trends in Indian Media with suitable examples.	15
Q.4	Write short notes on any three of the following.  a. FWC  b. Vertical communication  c. Globalization  d. Alternative media  e. media ownership	5x3=15





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Programme code: 40	Class: TY	Semester: VI
Programme: BAMCJ(H)		
Name of the Constituent College: SK Somaiya College, SVU	Name of the Department MASS COMMUNICATION	
Course Code 131U08C604	Name of the Course: International Communication	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks
Q.1	<p><b>“Intercultural communication is a crucial skill within international education. To effectively communicate and connect with international students from across the globe, understanding their culture is paramount.</b></p> <p>Elucidate the above statement with your perspectives and substantiate your argument with examples too.</p>	15
Q.2	<p>a. Analyze the latest trends in Indian print journalism comparing any two major dailies in India with suitable examples.</p> <p style="text-align: center;">OR</p> <p>b. Define the term ‘news flow imbalance’ in the context of the formation of New World Information Communication Order (NWICO).</p>	15
Q.3	<p>a. Delineate the basic concept on international communication with case studies.</p> <p style="text-align: center;">OR</p> <p>b. Elucidate a few contemporary trends in Indian Media with suitable examples.</p>	15
Q.4	<p>Write short notes on any three of the following.</p> <p>a. TWC</p> <p>b. Horizontal communication</p> <p>c. Globalization and educational impact</p> <p>d. Core and semi-periphery</p> <p>e. news agencies</p>	5x3=15



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Programme code:		Class: TY	
Programme: BAMCJ (Hons.)		Semester: VI	
Name of the Constituent College: S K Somaiya College		Name of the Department: Mass Communication	
Course Code: 131U08V607		Name of the Course: Investigative Journalism	
Duration : 2 Hrs.		Maximum Marks: 60	
Instructions:			

Question No.		Max. Marks
Q.1	Do you think Snowden had more of a moral responsibility to uphold the oath he had taken when accepting his role at the NSA, or to the American people in exposing NSA's surveillance of them? Would you label him a traitor or patriot? Discuss.	15
Q.2	A) The source of information is vital in investigative journalism. Substantiate. OR	15
	B) How has the advent of technology changed the nature of investigative journalism?	15
Q.3	A) What are the obstacles in investigative journalism? How to overcome them? OR	15
	B) Discuss the research methods used for an investigative story.	15
Q.4	Write short notes on any three of the following. A) Advantages of Documentary Research Methods B) Right to Privacy C) Ethics in Investigative Journalism D) Gonzo Journalism E) Sting Operations	15





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Programme: BAMCJ (Hons.)	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department: Mass Communication	
Course Code: 131U08V607	Name of the Course: Investigative Journalism	
Duration : 2 Hrs.	Maximum Marks: 60	
Instructions:		

Question No.		Max. Marks
Q.1	The magistrate giving verdict on Quattrocchi case in 2011 said, “ <i>Wo afsana jisse anjam tak laana na ho mumkin, usse ek khoobsurat mod dekhkar chhodna hi achha</i> ” (The story that cannot be brought to an end, should be better to let go after a beautiful turn). To investigate a case of 64 crores kickbacks the CBI had spent 250 crores. Critically analyze the repercussions of judicial delay with respect to the Bofors case.	15
Q.2	A) Explain how the Hindu’s investigation of Bofors ushered in a new era of investigative journalism in India.	15
	OR	
	B) Describe the evolution of investigative journalism.	15
Q.3	A) Discuss the steps of investigative journalism explaining the importance of each step in detail.	15
	OR	
	B) Critically evaluate the role of Tehelka in investigative journalism in India.	15
Q.4	Write short notes on any three of the following.	15
	A) Pegasus Snooping Case	
	B) Digital Sources	
	C) Data Security	
	D) Don’ts of Investigative Journalism	
	E) Investigative Journalism in digital Age	



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Programme code: 40 Programme: BAMCJ (Hons) Core Subject	Class: TY	Semester: VI
Name of the Constituent College: SK Somaiya College	Name of the Department: Mass Communication	
Course Code: 131U08V608	Name of the Course: Journalism and Public Opinion	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1	AI has the potential to increase productivity, create new jobs, and raise living standards. However, by its very nature of performing "non-routine" tasks formerly thought to be strictly the domain of humans, AI is likely to disrupt large swaths of jobs and tasks.  Do you agree? Share your views	15
Q.2A.	Describe. Agenda Setting Theory	7
B.	Explain. Framing Theory	8
	OR	
C.	Elucidate theories of Walter Lippman and Paul Lazarsfeld's about media.	15
Q.3A.	Define. Cultivation Theory	7
B.	What do you mean by Social Learning Theory	8
	OR	
C	How the Outdoor Ads are an integral part of your life that can influence your opinion.	15
Q.4	Write short notes on any three of the following:	
A.	Public Opinion	5
B.	Features of Public Opinion	5
C.	Propaganda Model	5
D.	Gender based discrimination in workplace	5
E.	How Trends Influencing Influencers	5





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Programme: BAMCJ (Hons) Core Subject	Class: TY	Semester: VI
Name of the Constituent College: SK Somaiya College	Name of the Department: Mass Communication	
Course Code: 131U08V604	Name of the Course: Journalism and Public Opinion	
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>Humor has been used as a tool against oppression since ages. With the advent of digital technologies, internet memes have gained prominence. Memes are mediums that communicate information through humor and satire. Today, internet memes have become an integral part of everyone's life.</p> <p>What are your views on memes? Do you think brands or even serious news loses its seriousness and depth through memes?</p>	15
Q.2A. B.	<p>How is public opinion characterized? Mention its features</p> <p>What are the means of gauging public opinion?</p> <p>OR</p>	7 8
C.	<p>Elucidate the types of Media and Relevance theories.</p>	15
Q.3A. B.	<p>Define selective perception</p> <p>What do you mean by Propaganda Model</p> <p>OR</p>	7 8
C	<p>Role of Media in influencing public opinion</p>	15
Q.4	<p>Write short notes on any three of the following:</p> <p>A. Walter Lippman - Modern Media and Technocracy</p> <p>B. Paul Lazarsfeld - Research, Two Step Flow of Information</p> <p>C. Harold Innis - Communication Theories</p> <p>D. How journalism aligns with public opinion aligns</p> <p>E. Fake News and Journalism</p>	5 5 5 5 5



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Examination: End Semester Examination March 2023 (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	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1	Explain in detail, the importance of TV(Visual) journalism and Radio (non visual) journalism. a. Importance, relevance & impact of TV Journalism at present? b. Evolution of Radio, its uses and penetration in our life? c. Radio vs TV Journalism efficiency, feasibility, Pros and Cons.	15 5 5 5
Q.2	Develop a plan for covering a breaking news story, including how you would gather information, organize your team, and report on the story in real-time.  OR  a) Discuss the history of Radio in india.  b) Discuss the difference between News as information, education and entertainment with examples.	15   8 7
Q.3	a) Reporters are the eyes and ears of media organizations. Do you agree with this view? Illustrate your answer by giving the job of a reporter.  OR  b) Write a review on Indian movie RRR and its dominance, nomination for global cinema awards.  c) Do you think news sources make news? Discuss with example the importance of News sources in making news.	15  8 7
Q.4	Write short notes on (Any Three) AIR DTH News Beats Digital Media Organisational Structure of TV News Channels	15