



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	231U08V301 – Film Studies	
2.	231U08C301 - Public Relations & Corporate	
3.		
4.		
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Semester III (July 2024 to Oct 2024)		
Examination: End Semester Examination November 2024 (UG Programs)		
Program code: 08 Program: BAMCJ	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya	Name of the Department: Mass Communication	
Course Code: 231U08V301	Name of the Course: Film Studies	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1	In the last couple of years, the cinema's audience has shifted from multiplex to OTT. The audience has developed a new taste in entertainment. This has affected in many ways to Hindi cinema. Based on this change answer the following questions: a) Elaborate on the difference in storytelling narratives of Hindi films and OTT. b) Do you think that the casting has a role to play in this shift in the audience? Justify c) 'OTT is the new multiplex to cinema audience' do you agree? Justify with examples	05 05 05	CO1
Q.2 A)	Write a detailed note on characteristics of the Italian Neo Realism with examples.	15	CO2 CO3
	OR		
Q.2 B)	Write an analysis of the film - "The Quiet Place"	15	CO2 CO3
Q.3 A)	Elaborate on the "Golden Era" of Hindi cinema with examples	15	CO2 CO3
	OR		
Q.3 B)	Write a Plot based on following characters in 250 – 300 words. 1. Aditya. Bedi – IPS trainee 2. Brig. Satnam Singh – Army officer & Aditya's Trainer 3. Col. Parveen Shukla – Army Commander 4. Jeet – Hacker 5. Havildar Bhagvan Singh – 6. Riya – Aditya's Fiancé	15	CO1
Q.4	Write short notes on (Any Three) 1. V. Shantaram 2. Apparatus Theory 3. Silent Era in Cinema 4. Feminism & Cinema 5. Indian Parallel Cinema	15	CO1 CO2 CO1 CO3 CO4

November / December 2024		
Examination: End Semester Examination (UG Programmes)		
Programme code:08 Programme: BAMCJ	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya	Name of the Department :Mass Communication	
Course Code: 231U08C301	Name of the Course:Public Relations and Corporate Communications	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	<p>Imagine you are part of the crisis management team at a well-known food company. The company is facing a severe crisis due to a recent food safety issue leading to a major public backlash and media scrutiny. Sales have dropped, and customer trust is deteriorating rapidly.</p> <p>In this context,as a crisis management strategist please present a report outlining</p> <ol style="list-style-type: none"> Immediate strategies The long term strategies of the company Short term strategies to be adopted 	15	CO3
Q 2	<ol style="list-style-type: none"> How is PR different from Advertising,Marketing and Branding.Critically analyze with relevant examples <p>OR</p> <ol style="list-style-type: none"> Demonstrate the significance of public relations in an organization and examine the characteristics of a Public Relations as a profession with suitable examples 	15	CO1, CO2
Q 3	<ol style="list-style-type: none"> Discuss <ul style="list-style-type: none"> Corporate image and Corporate identity contributing for corporate reputation in an organization Make a press release of 200 words on any latest gadget to be launched in the market very soon by a company. <p>OR</p> <ol style="list-style-type: none"> Examine the major types of communications in Corporate Communication with suitable examples 	15	CO3 CO1

Q4	<p>Write short notes on any three of the following?</p> <ul style="list-style-type: none"> • Spin doctoring • Ethos, Pathos and Logos • Brand and Brand Identity difference • Newsletters • Propaganda 	5x3=15	CO2, CO 3
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