

SOMAIYA

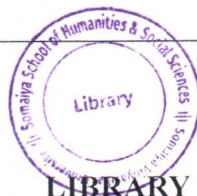
VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ	SEM: IV
	APR-2025

Sr. No.	Subject	Available
1.	231U08I401 – Research Methodology & Method	
2.	231U08C401 – Brodest Media	
3.	231U08C402 – News Reporting & Writing	
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VIDYAVIHAR UNIVERSITY

April 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya	Name of the Department: Department of Mass Communication	
Course Code: 231U08I401	Name of the Course: Research Methodology and Methods	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) All questions are compulsory		

Question No.		Max. Marks	CO
Q1	You are conducting a study on gender representation in Indian cinema. Explain how you would apply content analysis as a research method and what theoretical framework will be suitable for the study.	15	CO3
Q 2	A) Explain pure research, descriptive research and exploratory research in detail with appropriate examples. OR B) What is literature review? Critically evaluate the role of literature review in shaping hypothesis formulation.	15	CO1, CO2
Q 3	A) In what research scenarios would a researcher prefer complex random sampling (e.g., cluster sampling, stratified sampling) over simple random sampling? Discuss with examples from media or social science research. OR B) Compare and contrast between a questionnaire and an interview in data collection.	15	CO3, CO4
Q.4	Write short notes on any three of the following: A. Applied research B. Sample design C. Scaling D. Nominal Data Vs Ordinal Data E. Primary data collection	15	CO1, CO2, CO3, CO4



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April 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 08		Class: SY	Semester: IV
Programme: BAMCJ			
Name of the Constituent College: S K Somaiya College, SVU		Name of the Department: Mass Communication	
Course Code: 231U08C401	Name of the Course: Broadcast Media		
Duration: 2 hrs.	Maximum Marks: 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	CO
Q.1	Prepare a script for a video interview with any sports person for 300 sec.	15	CO3
Q.2 A)	Illustrate the post-liberalization development of television in India.	15	CO3
	<i>OR</i>		
Q. 2 B)	Prepare a Television Run Down for a 07-minute news bulletin.	15	CO4
Q.3 A)	Describe different types of Radio Programs.	15	CO1
	<i>OR</i>		
Q. 3 B)	“OTT is the replacement of television for youth” Justify the statement with examples.	15	CO3
Q.4	Write short notes on. (Any Three) 1. Prasar Bharati 2. Types of sound 3. IPTV 4. DTH 5. Community Radio	15	CO3 CO2 CO1 CO4 CO2



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April 2025

Examination: End Semester Examination (UG/PG Programmes)

Programme code: ST4501

Programme: BAMCJ

Class: SY

Semester: IV

Name of the Constituent College: S K Somaiya

Name of the Department: Mass Communication

Course Code: 231U08C402

Name of the Course: News Reporting and Writing

Duration : 2 Hr.

Maximum Marks : 60

Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)

Question No.		Max. Marks	CO
Q1	The Indian men's cricket team won the Champions Trophy after beating New Zealand in the finals. Write a news story for your digital portal about the expectations from the top-performing players in the upcoming Indian Premiere League.	15 Marks	3
Q 2	A. What are the different sections of a newsroom organisation? OR B. Define news reporting and identify different types of reporting.	15 Marks	1, 2
Q 3	A. Explain a print media stylesheet and its components. OR B. Why is picture editing and graphic designing important for journalism?	15 Marks	1, 2, 4
Q 4	Write short notes on any three of the five given below: 1. Define byline and its functions 2. Crime reporting beat 3. Fact-checking tools 4. Editorials 5. Graphic illustrations	3*5= 15 Marks	1, 2, 4