



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Bachelor of Arts (Mass Communication &amp; Journalism) – BAMCJ</b>	<b>SEM: V</b>
	<b>OCT/NOV-2023</b>

Sr. No.	Subject	Available
1.	131U08V502 – Consumer Behavior	
2.	131U08V506 - Photojournalism	
3.		
4.		
5.		
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9.		
10.		



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VIDYAVIHAR UNIVERSITY

Semester (July 2023 to October 2023)		
Examination: End Semester Examination October -November 2023 (UG Programmes)		
Programme code: 08 Programme: TYBAMCJ	Class: TY	Semester: V
Name of the Constituent College: SK Somaiya Vidyavihar	Name of the Department: Mass Communication	
Course Code: 131U08V502	Name of the Course: Consumer Behaviour	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions:		

Question No.		Max. Marks
Q.1	<p>Case Study: Ethical Concerns and Negative Publicity in the Luxury Fashion Industry</p> <p>Scenario:</p> <p>"SHEIN" is a well-known online fast fashion brand, widely popular for its affordable and trendy clothing. However, a recent investigative report exposed unethical manufacturing practices in one of SHEIN's overseas factories. The report revealed underpaid workers, poor working conditions, and a disregard for local environmental regulations, which directly contradicted the brand's claims of ethical and sustainable production. This revelation led to widespread negative publicity and a social media storm, damaging SHEIN's image.</p> <p>Answer the following:</p> <ol style="list-style-type: none"><li>1. How does negative publicity, such as the investigative report exposing SHEIN's unethical manufacturing practices, impact consumer perceptions and behaviors in the fast fashion industry? Discuss the psychological and emotional responses that may arise among consumers.</li><li>2. Explain the importance of corporate social responsibility (CSR) in the fashion industry and how it affects consumer attitudes and behaviors. How might negative publicity impact SHEIN's CSR reputation and consumers' trust in fast fashion brands?</li><li>3. What strategies can SHEIN adopt to rebuild its image and regain consumers' trust after facing ethical concerns and negative publicity while maintaining its position in the fast fashion market?</li></ol>	15
Q.2	<p>Answer <u>any one</u> of the following</p> <p>Q2 A. Define consumer behaviour, its nature and scope.</p> <p>OR</p> <p>Q2 B. Who is a consumer? Discuss its various types.</p>	15
Q.3	<p>Answer <u>any one</u> of the following</p> <p>Q3 A. Define Segmentation, Targeting and Positioning</p> <p>OR</p> <p>Q3 B. Explain the context of consumer behaviour, through Maslow's Hierarchy, Mc Clelland's</p>	15

	Needs Theory and Prof. Jagdish Sheth's Consumer Motives	
Q4.	<p>Answer <u>any three</u> of the following</p> <p>I. Why is the study of Consumer Involvement important for a marketer?</p> <p>II. Explain how emotions and moods impact Consumer Behavior?</p> <p>III. What do you mean by a consumer group?</p> <p>IV. .Discuss the various types of consumer groups?</p> <p>V. What is a reference group?</p>	15





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Semester (June 2023 to October 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 08	Class: TY	Semester: V
Programme: BA MCJ(H)		
Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department MASS COMMUNICATON	
Course Code: 131U08V506	Name of the Course: PHOTOJOURNALISM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1	Transition from print media to digital harming Photojournalism. Justify your stand.	15
Q.2	A) Discuss recent trends, role and qualities of photo journalist.  B) Describe the three-point lighting technique (Draw rough diagram) OR  C) Explain in detail Photojournalism Code of Ethics & role of NPPA.  D) Define Depth of Field and elaborate on the factors which affect large DOF.	8  7  8  7
Q.3	A) State the importance of photo composition in photojournalism. Explain in detail any three rules of composition (Draw rough diagrams)  B) Share insights on the importance of collaboration between photographers and writers in producing compelling stories. OR  C) Establish a relationship between Shutter Speed & Motion blur.  D) Photo Captions Are Important. Share your views.	8  7  8  7
Q.4	Write Short Notes on (Any 3)  1) Paparazzi 2) Ibn-Al-Haytham 3) CMOS Sensor 4) Sports photojournalism 5) Homai Vyarawalla	15