



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	231U08C201 – Introduction to Journalism	
2.	231U08C202 – Introduction to Advertising & Marketing	
3.	23108K202 - Theatre & Folk Media	
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April 2025		
Examination: End Semester Examination (UG Programmes)		
Programme code: 09 Programme: BAMCJ	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya	Name of the Department: Mass Communication	
Course Code: 231U08C201	Name of the Course: Introduction to Journalism	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: All questions are compulsory.		

Question No.		Max. Marks	CO
Q1	<p>Write a news article in 400-500 words on the following topic.</p> <p>Event: Fire breaks out in residential building Location: Om Arcade Apartment, Sector 20, Vashi Date & Time: April 10, 2025, around 3:15 AM Cause: Short circuit in an air conditioning unit on the third floor Casualties: No loss of life; 3 people suffered minor injuries due to smoke inhalation Response: Fire department reached within 10 minutes, Fire extinguished in 45 minutes, 5 fire engines deployed Residents evacuated safely, Local police assisted in rescue Quotes: Resident: "We heard a loud crackle and saw smoke coming from the floor below." Fire Officer: "Prompt alert from the society's security staff helped us control the fire before it spread." Impact: Minor property damage in two flats, Power supply disrupted for a few hours, Residents appreciated the swift response</p>	15	03
Q 2	<p>A) Discuss the major milestones in the history of journalism globally before the 20th century.</p> <p style="text-align: center;">OR</p> <p>B) Analyze the essential components of a news story, from the headline to the conclusion, and explain the function of each element.</p>	15	01, 02
Q 3	<p>A) Critically analyze the various factors that can affect news treatment, including the pressures of "Paid News," "Agenda Setting," "Trial by Media," and the influence of "Gatekeepers" in shaping the news agenda.</p> <p style="text-align: center;">OR</p> <p>B) Discuss the key roles and responsibilities of a journalist in a democratic society, considering their accountability to both the public and their employers.</p>	15	03, 04
Q 4	<p>Write short notes on any three of the following:</p> <p>A) History of Printing B) Civil War's impact on journalism C) Role of Press in India's Struggle for Freedom D) Press Ethics E) Attribution</p>	15	01, 02, 03, 04



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Semester (January 2025 to April 2025)		
Examination: End Semester Examination April 2025(UG Programmes)		
Programme code:08 Programme: BA MCJ	Class: FY	Semester: II
Name of the Constituent College: SKSC	Name of the Department Mass Communication	
Course Code: 231U08C202	Name of the Course: Introduction to Advertising and marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1	Elaborate on Advertising and its functions. make an Ad campaign on any social issue.	15	1,2
Q.2 A	Discuss Product Life Cycle . Support your answer with suitable examples.	15	3
	OR		
Q.2 B	What is Ethics in Advertising Elaborate on unethical and controversial Advertising?		1
Q.3 A	Elucidate theories of Advertising. Explain AIDA	15	1
Q.3 B	OR Discuss the concept of IMC. Explain various tools of IMC		4
Q.4	Write short notes on (Ant three) a) USP b) Elements of Advertising c) OOH Advertising d) Branding e) Product mix	15	1,2,3,4



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L1B

April 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 08

Programme: BAMCJ

Class: FY

Semester: II

Name of the Constituent College: S K Somaiya

Name of the Department: Mass
Communication

Course Code: 231U08K202

Name of the Course: Theatre & Folk Media

Duration : 2 Hr.

Maximum Marks : 60

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

Question No.		Max. Marks	CO
Q. 1	Folk forms of India have been promoted by government through various platforms like G20 Sumit, Indian Art Mela, Literature festivals etc. These efforts uplifted the status of Indian folk art not only in India but on global platforms. Based on this answer the following: A. Do you think these efforts will improve the status of folk artists? B. How will public participation help in strengthening folk art? C. Is there any role of social media, in reviving folk art of India?	15	3, 4
Q. 2 A	"Sadharanikaran is what someone tries to achieve through theatre"	15	1
Q. 2 B	Elaborate the statement in context to Ras theory. OR Describe Audience theory in detail.	15	2
Q. 3 A	Elaborate on the folk forms of West & South zone of India. OR	15	3
Q. 3 B	Illustrate the role of traditional folk media in social change in context of environmental issues in India.	15	4
Q. 4	Write a short note on (Any Three) 1. Jatra 2. Puppetry 3. Asian Theatre 4. Meghdoot 5. Challenges to folk media	15	3 3 1 2 4