



# 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: VI</b>
	<b>APR-2025</b>

Sr. No.	Subject	Available
1.	131U08V602 – Advertising Agency Management	
2.	131U08C603 – Communication For Development	
3.	131U08V603 – Integrated Marketing Communication	
4.	131U08C604 – International Communication	
5.	131U08V606 -	
6.	131U08V607 - Investigative Journalism	
7.		
8.		
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13.		
14.		
15.		





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VIDYAVIHAR UNIVERSITY

**April 2025**

**Examination: End Semester Examination (UG Programmes)**

Programme code: 08		
Programme: BAMCJ	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya		Name of the Department: Mass communication
Course Code: 131U08V602	Name of the Course: Advertising agency management	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

<b>Question No.</b>		<b>Max. Marks</b>	<b>CO</b>
Q.1	<p>Case study: As an account planner answer the following questions:</p> <p>Decathlon is a French sporting goods retailer. With over 2,080 stores in 78 countries and regions. The company manages the research, design, production, logistics and distribution of its products in-house; partners with global suppliers; and markets its own brands directly to consumers in Decathlon-branded big mega store.</p> <p>Decathlon has competitors like Puma, Adidas, Under Armour etc., that made the sales to suffer. Decathlon wants make marketing campaign in India to promote the brand awareness. In India the brand is targeting Tier-2 cities as they have achieved awareness in Tier 1 cities. They want to increase distribution and sales in Tier 1 and Tier 2 cities. Decathlon is your client. As an account planner prepare marketing campaign for your client.</p> <ol style="list-style-type: none"><li>1. Outline the communication plan.</li><li>2. State the advertising objectives.</li><li>3. Create advertising strategy using any two IMC tools.</li></ol>	(15)          (05) (04) (06)	CO2
Q.2	<p>A. Explain GAP model of service quality. Apply GAP model in the business of Advertising agencies and recommend how to close the gap.</p> <p>OR</p> <p>B. Explain diagrammatically various stages of client-agency relationship. Analyse the factors affecting client-agency relationship.</p> <p>C. Discuss push and pull strategies of sales promotion. Explain with suitable examples.</p>	(15)    (08) (07)	CO3    CO1 CO2
Q.3	<p>A. Explain the concept of sales promotion. Discuss in detail various methods of consumer-oriented sales promotion with suitable example.</p> <p>OR</p> <p>B. Discuss AIDA model of advertising with suitable examples.</p> <p>C. Write a note on types of advertising agencies with suitable examples.</p>	(15)  (08) (07)	CO2  CO2 CO1
Q.4	Write short notes. (Any 3 out of 5)	(15)	

	1. History of ad agency		CO1
	2. Consumer franchise building		CO2
	3. Role of sales promotion		CO2
	4. Attributes of good account planner		CO1
	5. 7P's of marketing		CO2





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March 2025 – APRIL 2025		
Examination: End Semester Examination (UG Programmes)		
Programme code:08 Programme: BAMCJ	Class: TY	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 Hr.	Maximum Marks: 60	

Question No.		Max. Marks	CO
Q1	"Imagine you are a reporter from a leading Indian news media outlet, covering a high-profile discussion between Ukrainian President Volodymyr Zelensky and former U.S. President Donald Trump. As a journalist, analyze the key points of their discussion, consider its global implications, and craft a 500-word development news article that presents the context, highlights, and potential impact of their conversation on international relations."	15	CO2
Q 2	a) Critically analyse the approaches of communication for development with relevant examples.  OR  b) Demonstrate the significance of the Gandhian Model of Development in 21C with relevant examples.	15	CO4    CO3
Q 3	a) Elucidate the characteristics of the Malthusian model of population and analyze the significance in today's world with examples.  OR  b) Analyze the importance of World system theory in the digital age with suitable examples	15	CO4   CO4
Q4	Write short notes on any three of the following a) Alternative media b) Netizens c) Gatekeeping theory d) Opinion Leaders e) PARI website	5x3=15	CO3 and CO2



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**April 2025**

**Examination: End Semester Examination (UG/PG Programmes)**

<b>Programme code:</b> <b>Programme: BAMCJ</b>		<b>Class: TY</b>	<b>Semester: VI</b>
<b>Name of the Constituent College: S K Somaiya</b>		<b>Name of the Department</b>	
<b>Course Code: 131U08V603</b>	<b>Name of the Course: Integrated Marketing Communication</b>		
<b>Duration : 2 Hr.</b>	<b>Maximum Marks : 60</b>		
<b>Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)</b>			

Question No.		Max. Marks	CO
Q1	Taking Bajaj Pulsar Bikes into Consideration, Apply any two tools of Integrated Marketing communication and elaborate how can those be applied for positioning of pulsar bikes.	15	1
Q 2 (a)	Discuss Direct Marketing in Detail	8	3
Q2 (b)	Discuss what are the internal and external environment of a company.		1
	OR		
Q 2 (a)	What do you mean by Line branding and category branding. Explain the same with some example.	7	2
Q2 (b)	Illustrate Product Life Cycle. Where do you feel Max Protien fits in the Product Life Cycle and why?		1
Q 3 (a)	From Identifying Target Audience to Closure, explain the entire process of Personal Selling?	8	3
Q 3 (b)	What are the Objectives, Advantages, and Disadvantages of Advertising?	7	1
	OR		
Q 3 (a)	Discuss the Role of Sales Promotion as a part of Promotion Mix and Major Steps involved in designing a sales promotion Campaign	8	3
Q 3 (b)	Differentiate between consumer Sales Promotion and Trade promotions while highlighting tools used for each.	7	4
Q 4	Write Short Notes on :- (Any 3) 1. Print Advertising 2. Digital Advertising 3. Outdoor Advertising 4. Broadcast Advertising 5. Point of Sale Advertising	15	





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November 2024		
Examination: End Semester Examination (UG Program)		
Programme code: 08 Programme: BAMCJ	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya	Name of the Department: BAMMC	
Course Code: 131U08C604	Name of the Course: International Communication	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q 1.	"What were the significant conclusions and recommendations put forth by the MacBride Commission Report, and in what ways did the report aim to address the various challenges and imbalances present in global communication systems, particularly in relation to issues such as media ownership, access to information, cultural representation, and the communication divide between developed and developing nations?"	15	2
Q 2. A	How did the concept of the New World Information and Communication Order (NWICO) aim to address imbalances in global media flow, and what were its major objectives?	15	2
Q 2. B	<b>OR</b> How does violence against media persons impact the freedom of the press and the quality of news coverage in a country?	15	3
Q 3. A	Compare the strategies of media giants like Reliance, TOI, and India Today in terms of consolidation and their global presence. How do these strategies impact media diversity?	15	4
Q 3. B	<b>OR</b> What are the key professional standards that media organizations are expected to follow, and how do they ensure ethical journalism?	15	3
Q 4.	<b>Write short notes on (Any 3):</b>	15	
A	Mowlana's model of international flow of information		1
B	Era of international news agencies		1
C	NANAP		2
D	Impact of monopoly in Indian media		4
E	Call for new communication order		1



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**April 2025**

**Examination: End Semester Examination (UG Programmes)**

**Programme code:08**

**Programme: BAMCJ**

**Class: TY**

**Semester: VI**

**Name of the Constituent College: S K Somaiya**

**Name of the Department : Mass  
Communication**

**Course Code: 131U08V606**

**Duration : 2 Hr.**

**Maximum Marks : 60**

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

Question No.		Max. Marks	CO
Q1	Discuss Walter Lippmann's and Noam Chomsky view on Journalism and Public Opinion. Support your answer with suitable examples	15	1
Q2	Discuss the Indian Media's coverage on Environmental Issues with suitable examples  <b>OR</b> Comment on the role of Media in coverage of Elections in India .	15	1,2
Q3	Elaborate on how the media covered the recent incidents of violence against marginalized society. <b>OR</b> Elucidate the role of Media in influencing diversities within Media	15	1,2
Q4	Write short notes on (Any 3) A) Media and Reservation B) Current foreign Policy C) Harold Innis theory D) New education policy E) Gender violence	15	1,2,3,4





April 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 08	Class: TY	Semester: VI
Programme: BAMCJ (Journalism)		
Name of the Constituent College: S K Somaiya		Name of the Department: Mass Communication
Course Code: 131U08V607	Name of the Course: Investigative Journalism	
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>The Panama Papers leak uncovered a vast global network of offshore financial secrecy, implicating prominent political figures, corporations, and criminals in money laundering, corruption, and tax evasion. The leak comprised 11.5 million documents, totaling 2.7 terabytes of data. A dedicated team of 370 journalists from 80 countries collaborated to investigate and expose the scandal, revealing the intricate mechanisms of financial misconduct on an unprecedented scale. Despite widespread revelations, many high-profile figures faced minimal legal consequences.</p> <p>Evaluate the effectiveness of investigative journalism in driving policy changes and legal action, considering geopolitical influences and institutional inertia.</p>	15	CO1, CO4
Q 2	<p>A) How has the evolution of investigative journalism—from its historical origins to modern precision journalism—transformed the methods and impact of investigative reporting?</p> <p style="text-align: center;"><b>OR</b></p> <p>B) How does gonzo immersive journalism differ from traditional investigative reporting, and what role do hidden cameras play in uncovering hidden truths while balancing ethical concerns?</p>	15	CO2, CO3
Q 3	<p>A) What strategies should investigative journalists adopt to balance source confidentiality, data protection, and security while handling sensitive evidence in high-stakes investigations?</p> <p style="text-align: center;"><b>OR</b></p> <p>B) Explore the complex interplay between the right to privacy and the public interest in investigative journalism, particularly in the context of data breaches and surveillance scandals.</p>	15	CO3, CO4
Q4)	<p>Write short notes on any three of the following:</p> <p>A) Data Security</p> <p>B) Woodward's Investigative Techniques</p> <p>C) Operation West End</p> <p>D) Using hypotheses: The core of investigative method</p> <p>E) Nira Radia Tapes</p>	15	CO1, CO2, CO3, CO4