



SOMAIYA

VIDYAVIHAR UNIVERSITY



Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ Hons.	SEM: VI
ATKT	JUN-2025

Sr. No.	Subject	Available
1.	131U08C601 – Copy Writing	✓
2.	131U08V601 – Entrepreneurship Management	✓
3.	131U08C602 – Advertising & Marketing Research	✓
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BAMCJ
Sem VI

April 2025		
Examination: End Semester Examination March/April 2025 (UG Programmes)		
Programme code: 08. Programme: BAMCJ(H)	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department MASS COMMUNICATION	
Course Code: 131U08C601	Name of the Course: Copy Writing	
Duration : 2 Hrs.	Maximum Marks : 60	

Question No.		Max. Marks	CO
Q1.	<p>CASE STUDY</p> <p>Mother's Recipe is a well-known ethnic food brand. The brand essence as the name suggests, revolves around a mother's love which she pours into the food she prepares for her family. The brand pays homage to this endeavor by creating products that bring together heart-warming flavors born from a union of authentic taste and rich tradition from all over the country. The product portfolio consists of 50 varieties of Pickles, 25 varieties of Ready to Cook Spice Mixes, 15 varieties of Papads, and 10 varieties of Chutneys</p> <p>Answer the following</p> <ol style="list-style-type: none"> Prepare a creative brief for making impact on the target Audience. Create a print advertisement campaign based on the creative brief (One advertisement). Prepare a 30 sec story board for Television commercial based on the creative brief 	15	III & VI
Q 2	<p>Answer the Following:</p> <ol style="list-style-type: none"> Write a Radio Spot (30 sec) to promote Maggie Noodles What are the essentials of writing a good copy for Children? 	15	IV
	OR		
	<p>Answer the Following:</p> <ol style="list-style-type: none"> Write a press release on behalf of Khadi & Village Industries Commission. KVIV intends to promote Bee keeping. During the 2025. An estimated one million bee hives had been functioning under various schemes of the Khadi and Village Industries Commission. Production of apiary honey in the country reached 20,000 tons, valued at about Rs. 600 million. KVIV has launch Training Programs for Beekeepers / Farmers, wild honey collectors and beginners Write a copy for email message promoting Uber's recent campaigns focusing on safety and showcasing the ease of urban mobility. 		II
Q 3	<p>Answer the Following:</p> <ol style="list-style-type: none"> Write a direct mailer for Burger King's "Birthdays Should Be Happy" campaign. The campaign playfully encourages parents to choose party venues wisely, aiming for fun and stress-free celebrations, implying a "clown-free" environment, and subtly targeting McDonald's 	15	V

	b. Discuss Sex appeals in advertising with examples		
	OR		
	<p>Answer the Following:</p> <p>c. Create a copy for an outdoor poster for McDonald's variety of vegetarian options, including burgers like the McVeggie, McAloo Tikki, and McSpicy Paneer, along with wraps and sides like Veggie Dippers and fries.</p> <p>d. Discuss Young's five-step model of creative process</p>		II
Q 4	<p>Write short Notes on Any Three</p> <p>a. Write a copy for sms campaign for Jijamata Udyaan, also known as the Byculla Zoo and formerly Victoria Gardens, is a zoo and garden covering 50 acres located at Byculla, in the heart of Mumbai, India. It is the oldest public garden in Mumbai. Three crocodiles and two alligators are now kept in the zoo. A viewing gallery of approximately 1,500 square feet has been set up in the zoo. From this platform visitors can observe the surface and underwater movements of the reptiles. A Japanese and butterfly garden also recently opened, with snake and lion enclosures opening soon.</p> <p>b. Evaluate any one television commercial to have use Humour appeal</p> <p>c. Brain storming</p> <p>d. Discuss the Principles of Copy writing</p> <p>e. What are the various elements of Print copy</p>	15	I



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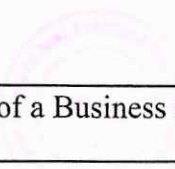
Supple. Exam - June 25

BAMCS - VI

19/6/25

April 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 08 Programme: BAMCJ (Hons)	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya	Name of the Department Mass communication	
Course Code: 131U08V601	Name of the Course: Entrepreneurship Management	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q1	<p>Airbnb was founded in 2008 by Brian Chesky, Joe Gebbia, and Nathan Blecharczyk as a platform that allowed homeowners to rent out space in their homes to travelers. What began as a solution to a local housing shortage for a conference has now grown into a global company, disrupting the traditional hotel industry. Airbnb offers unique travel experiences, making it possible for people to find lodging that suits their preferences and budgets worldwide.</p> <p>Answer the following questions:</p> <ol style="list-style-type: none">1) What was Airbnb's value proposition, and how did it create value for both hosts and guests?2) How has Airbnb expanded its customer base over time, and what new market segments has it targeted?3) What steps did Airbnb take to recover from the COVID-19 crisis, when travel demand plummeted?	15	C01, C05
Q 2	<p>What is Innovation and what are the categories of Innovation? Explain with suitable examples.</p> <p>OR</p> <p>What is Entrepreneurship Management? Discuss various types of classification of entrepreneurship?</p>	15	C04
Q 3	<p>Explain the problems faced by Women Entrepreneurship with reference to self-help groups.</p> <p>OR</p> <p>What is a Business Plan? Explain the process of creating one along with</p>	15	C8, C10



	the elements of a Business Plan?		
Q4	Write short Notes (Any 3 of 5) 1. X- efficiency theory 2.Theory of Profit 3.Social Entrepreneurship 4. BPO & Franchise 5. Entrepreneurship Development Programme	15	C02



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ATKT JUNE 2025
TY BAMCJ VI
Advt & Mkt. Research

April 2025		
Examination: End Semester Examination (UG Program)		
Program code: 08 Programme: BAMCJ (Hons)	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya	Name of the Department: Mass Communication	
Course Code: 131U08C602	Name of the Course: Advertising & Marketing Research	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	When Coca-Cola re-entered the Indian market in 1993 after a 16-year absence, it faced tough competition from domestic brands like Thums Up, and Pepsi. As a market researcher: A) Design a structured questionnaire to understand consumer preferences, buying behaviour, and brand perception regarding soft drinks. B) Explain the sampling method you would use to ensure representative data.	15	1
Q 2 A	Explain the different types of sampling methods used in advertising and marketing research. How do they affect the reliability of research findings? OR	15	2,3
Q 2 B	What are the essential elements of a research report in marketing research? Illustrate with examples.	15	
Q 3 A	Explain the concept of product research. Discuss the various types of product research and their impact on advertising strategies. OR	15	1,4
Q 3 B	Elaborate on the fundamentals of research with examples.	15	
Q. 4	Write Short Notes on (Any Three) 1. Objectives of advertising research. 2. Methods of Attitude Measurement. 3. Copy research. 4. Pre-test and post-test methods in advertising research. 5. Essentials of Good Report	15	3 2 3 4 2