



# 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: II</b>
<b>ATKT</b>	<b>JUN-2025</b>

Sr. No.	Subject	Available
1.	231U08C201 – Introduction to Journalism	✓
2.	231U08C202 – Introduction to Advertising & Marketing	✓
3.	231U08K202 – Theatre & Folk Media	✓
4.		
5.		
6.		
7.		
8.		
9.		
10.		



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BAMCJ

Sem ~~II~~ II

Intro to Journ.

April 2025			
Examination: End Semester Examination (UG Programmes)			
Programme code: 09		Class: FY	Semester: II
Programme: BAMCJ			
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 feature article in 800 words on the following topic.  <b>Event Name:</b> Somaiya Games 2025  <b>Venue:</b> Somaiya Vidyavihar University Campus, Mumbai  <b>Dates:</b> March 18-20, 2025  <b>Participation:</b></p> <ul style="list-style-type: none"> <li>Over 1000 students from 5 Schools under Somaiya Vidyavihar University</li> <li>10 sports categories including athletics, football, basketball, badminton, table tennis, cricket and chess</li> </ul> <p><b>Inauguration:</b></p> <ul style="list-style-type: none"> <li>Chief Guest: Arjuna Awardee and India player Mohammad Shami</li> <li>Torch relay by last year's medalists</li> </ul> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>Girls' basketball final: (Team Name) defeated (Team Name) 54-42</li> <li>Boys' football: (Team Name) beat (Team Name) in penalty shootout</li> <li>Chess competition won by (Name) , unbeaten in 6 rounds</li> <li>Athletics: 100m men's gold – (Name) (11.2 sec), 100m women's gold – (Name) (12.6 sec)</li> </ul> <p><b>Quotes:</b></p> <ul style="list-style-type: none"> <li>Mohd. Shami: "More than medals, sportsmanship and unity matter most."</li> <li>Student volunteer: "We trained for weeks to coordinate the event smoothly."</li> </ul> <p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>Heavy rain on Day 2 delayed outdoor matches</li> <li>Minor injury to one player during kabaddi match; medical team responded quickly</li> </ul> <p><b>Closing Ceremony:</b></p> <ul style="list-style-type: none"> <li>Medals awarded to top 3 winners in each category</li> <li>Somaiya School of Design won Best Cheer Squad trophy</li> </ul> <p><b>Impact:</b></p> <ul style="list-style-type: none"> <li>Boosted inter-college unity and student engagement</li> <li>Positive response on social media with hashtag #SomaiyaGames2025 trending locally</li> <li>Next year's edition to include e-sports and yoga</li> </ul>	15	03

Q 2	<p>A) Identify and discuss the significant contributions of any three prominent pioneers of Indian journalism to the profession.</p> <p style="text-align: center;"><b>OR</b></p> <p>B) Discuss how the digital age has impacted the traditional concept of news and the practices of news writing.</p>	15	01, 02
Q 3	<p>A) Identify and critically evaluate at least three latest trends or significant issues currently shaping the field of journalism</p> <p style="text-align: center;"><b>OR</b></p> <p>B) Discuss the opportunities and challenges presented by Citizen Journalism in the contemporary news ecosystem.</p>	15	03, 04
Q 4	<p>Write short notes on any three of the following:</p> <p>A) Journalism during the Emergency (1975–77)</p> <p>B) Understanding News: Definition and Function</p> <p>C) Hard News</p> <p>D) Newsworthiness</p> <p>E) Paid News</p>	15	01, 02, 03, 04





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Suppl. Exam - June-25

BAMCS-II

19/6/25

Semester (January 2025 to April 2025)		
Examination: End Semester Examination March/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 3)		

Question No.		Max. Marks	Co Attainment
Q.1	What is an Ad campaign. Make an Advertising campaign on any social issue..	15	1,3
Q.2.A	Differentiate between Advertising and Public Relations and Publicity	15	1
	OR		
Q.2 B	Explain Marketing Environment. Discuss Product Life Cycle		3
Q.3 A	Comment on Role and importance of creativity in advertising. What are the different elements of Advertising?	15	2
Q 3 B	OR Discuss the concept of IMC. Explain various tools of IMC		4
Q.4	Write short notes on (Any three) a) Product mix b) controversial advertising c) USP  d) Ethics in Advertising e) AIDA	15	1,2,3,4



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**April 2025**

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

<b>Programme code: 08</b>		<b>Class: FY</b>	<b>Semester: II</b>
<b>Programme: BAMCJ</b>			
<b>Name of the Constituent College: S K Somaiya</b>		<b>Name of the Department: Mass Communication</b>	
<b>Course Code: 231U08K202</b>	<b>Name of the Course: Theatre &amp; Folk Media</b>		
<b>Duration : 2 Hr.</b>	<b>Maximum Marks : 60</b>		
<b>Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary</b>			

<b>Question No.</b>		<b>Max. Marks</b>	<b>CO</b>
Q. 1	The modern technologies in the 21 <sup>st</sup> Century have changed the entertainment industry. OTT platform is a recent development in the Indian entertainment media. Keeping OTT and Youth in mind answer the following questions:  A. How far do you think the live theatre or folk media can compete with the OTT platform?  B. Does youth still interested in working in live theatre? Justify your answer with examples.  C. Do you think that theatre plays can make their presence on OTT?	15	1, 3
Q. 2 A	Elaborate on the history of Modern Indian theatre.  <b>OR</b>	15	1, 2
Q. 2 B	Illustrate on theories of Indian theatre.	15	
Q. 3 A	Write a detail note on folk forms in different states of India.  <b>OR</b>	15	3, 4
Q. 3 B	Describe the role of traditional folk media in social change in context of gender issues in India.	15	
Q. 4	Write a short note on (Any Three)  1. Powada 2. Contemporary Theatre 3. Nav Ras 4. Audience theory 5. Mass Media vs folk Media	15	3 2 1 2 4