

## SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

## **QUESTION PAPERS**

BRANCH: Master of Arts – MEA	SEM: II
Media, Entertainment & Advertisement	
	APR-2023

Sr. No.	Subject	Available
1.	131P27V201 – Advanced Advertising Marketing	
2.	131P27C202 – Integrated Marketing Communication	
3.	131P27C203 – Ethics in Media (A), (B)	
4.		
5.		
6.		
7.		
8.		
9.		
10.		









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Sem Examination: End S	ester (January 2023 to emester Examination A	April 2023) April 2023 (PG Pa	rogrammee)
Programme code:27 Programme: MAEMA		Class: PART-I	Semester: II
Name of the Constituent College: SKSC		Name of the COMMUNICA	Department: MASS TION
Course Code: 131P27V201	Name of the Course Research	: Advanced Adv	ertising Marketing
Duration: 2 Hrs.	Maximum Marks: 60		

	Questio —n-No.		Max.	CO
	_		Marks	Attai ment
0	Q.1	Prepare a questionnaire of 20 questions using Likert and various other scales on the research topic of "Consumer society, hyper personalization and healthy selfishness of DINK (double income no kids) couples in the Mumbai city with special reference to purchasing intention of luxury products: An evaluation		CO-3
	Q.2	a.) Define the term "campaign planning in advertising research" and explain various guidelines to be followed while making a campaign with relevant examples  OR	15	CO-2
	•	b.) Demonstrate the significance and types of hypothesis used in research by framing six hypotheses on the topic "A study on the effect/impact of emotional marketing of any brand (your choice)on consumers in Mumbai city.		СО3
	Q.3	a.) Identify the various <b>types of research</b> with suitable case studies as examples  OR	15	CO-1
)	:	b.) Interpret the difference between marketing research and market research with examples of your understanding.		Co4
	Q.4	Write short notes on any <b>three</b> of the following?	5X3=15	
	;	a. DAGMAR		CO-2,
		b. Marketing V/S Public Relations		CO-1,
		c. Cause and Effect relationship		CO-4
		d. Me too product		CO-5
		e. Impact Factor		Co-3



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Semester (January 2023 to April 2023)

Examination: End Semester Examination March/April 2023 (PG Programmes)

Programme code:
Programme: MAEMA

Name of the Constituent College: SKSC

Communication

Course Code: 131P27C202

Name of the Course: Integrated Marketing Communication

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	Enlist and explain different sales promotion techniques used by Coca cola/Pepsi India	15	CO 3
Q.2.a)	Discuss the various advantages and challenges of IMC OR	15	CO 1
Q2.b	IMC is new age marketing. Support your answer with examples.	15	C03
Q 3 a)	What is Brand? Discuss Brand identity in detail with examples  OR  Define Advertising. List different types of Advertising. Explain	15	CO 2
	alternate media advertising.		CO 4
Q.4	Write short notes on (Ant three)  a) OOH  b) Copywriting c) Print Advertising d) Public Relations e) USP	15	CO 4 CO 3 CO 4 CO 3 CO 1



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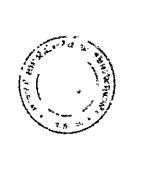
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	ester (November 2022 ester Examination M	to March 2023) (arch/April 2023 (PG Programmes)	
Programme code: 27 Programme: MA (Entertainmer	nt & Advertising)	Class: FY 5 Semester: II	
Name of the Constituent College	:		
S. K. Somaiya		Name of the Department	
Course Code: 131P27C203	Name of the Cou	urse: Ethics in Media	
Duration: 2 Hrs.	Maximum Marks: 60		
Instructions: 1)Read all question	is carefully. 2) Q. 1 is	s mandatory	

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$\bigcirc$	Q 1	Criticize the sentence "Right to Life includes Right to die" with the help of at least 4 landmark cases pronounced by Apex Court	15
	Q.2	Comment on offences relating to Human Body, Property, Private Defense with all relevant provisions.	15
		OR	
		Identify the contribution of Sensor Board on Advertisement, Cinema, OTT Platform	
_	Q.3	Outline the legislation of Right to Information Act with relevant provisions.	15
$\supset$		OR .	
		Illustrate cyber crimes with the help of Information Technology Act and Amendment	
		, ,	
	Q.4	Short Notes (Attempt any 3)	15
		1. Equality 2. Freedom	
		<ul><li>3. Rights of Arrested Person</li><li>4. Criminal Law Amendment 2013</li><li>5. Criminal Law Amendment 2018</li></ul>	7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1







Semo Examination: End Sem	ester (November 2022			
Programme code: 27 Programme: MA (Entertainmen		- 1	lass: FY	Semester: II
Name of the Constituent College S. K. Somaiya			Name of t	he Department
Course Code: 131P27C203	Name of the Co	urse:	Ethics in M	Iedia
Duration: 2 Hrs.	Maximum Marks: 60			
Instructions: 1)Read all question	ns carefully. Q. 1 is n	na <u>nd</u>	atory	

Question		Vłax.
`N().		Viarks
Q 1	Interpret the meaning of Privacy in context of Right to Life with personal liberty with the help of AADHAR Card Case	15
Q.2	Categorize the theories of Punishment and comment on Capital Punishment  OR	15
	Illustrate Ethics in field of Advertisement and Cinema	· 
Q.3	Outline the frame of 'Indecent Representation (Prevention) of Women's Act 1986	15
	OR	!
	Write a legal essay on Hate Speech in context of Article 19 (1) (a) with limitations.	
Q.4	Short Notes (Attempt any 3)	15
	<ol> <li>Obscenity</li> <li>Contempt of Court Act</li> <li>Censorship and Cinema</li> <li>Criminal Law Amendment 2013</li> <li>Patent</li> </ol>	

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