



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts – MEA Media, Entertainment & Advertisement	SEM: II
	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.		
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10.		



LIBRARY





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MAEMA-II

Semester (January 2023 to April 2023) Examination: End Semester Examination April 2023 (PG Programmes)			
Programme code:27 Programme: MAEMA		Class: PART-I	Semester: II
Name of the Constituent College: SKSC		Name of the Department: MASS COMMUNICATION	
Course Code: 131P27V201		Name of the Course: Advanced Advertising Marketing Research	
Duration: 2 Hrs.		Maximum Marks: 60	

Question- No.		Max. Marks	CO Attain- ment
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"	15	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 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."	15	CO-2 CO3
Q.3	a.) Identify the various types of research with suitable case studies as examples OR b.) Interpret the difference between marketing research and market research with examples of your understanding.	15	CO-1 Co4
Q.4	Write short notes on any three of the following? a. DAGMAR b. Marketing V/S Public Relations c. Cause and Effect relationship d. Me too product e. Impact Factor	5X3=15	CO-2, CO-1, CO-4 CO-5 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	Class: FY	Semester: II
Name of the Constituent College: SKSC	Name of the Department : Mass 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	15	CO 1
	OR		
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	15	CO 2
	OR		
Q 3 b)	Define Advertising. List different types of Advertising. Explain alternate media advertising.	15	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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Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (PG Programmes)		
Programme code: 27	Class: FY	Semester: II
Programme: MA (Entertainment & Advertising)		
Name of the Constituent College: S. K. Somaiya		Name of the Department
Course Code: 131P27C203	Name of the Course: Ethics in Media	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Read all questions carefully. 2) Q. 1 is mandatory		

Q. No.	Question	Marks
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. OR Identify the contribution of Sensor Board on Advertisement, Cinema, OTT Platform	15
Q.3	Outline the legislation of Right to Information Act with relevant provisions. OR Illustrate cyber crimes with the help of Information Technology Act and Amendment	15
Q.4	Short Notes (Attempt any 3) 1. Equality 2. Freedom 3. Rights of Arrested Person 4. Criminal Law Amendment 2013 5. Criminal Law Amendment 2018	15





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

Question No.		Max. Marks
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 Illustrate Ethics in field of Advertisement and Cinema	15
Q.3	Outline the frame of 'Indecent Representation (Prevention) of Women's Act 1986 OR Write a legal essay on Hate Speech in context of Article 19 (1) (a) with limitations.	15
Q.4	Short Notes (Attempt any 3) 1. Obscenity 2. Contempt of Court Act 3. Censorship and Cinema 4. Criminal Law Amendment 2013 5. Patent	15

